

# **EXHIBIT L**

**UNITED STATES DISTRICT COURT  
FOR THE SOUTHERN DISTRICT OF NEW YORK**

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NIKE, INC.,

Plaintiff,

v.

STOCKX LLC,

Defendant.

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Civil Action No.: 1:22-cv-00983-VEC

**EXPERT REPORT OF DR. ITAMAR SIMONSON**

**BACKGROUND, QUALIFICATIONS, AND ASSIGNMENT**

1. I served as the Sebastian S. Kresge Professor of Marketing at the Graduate School of Business, Stanford University, from 1993 through 2020. Since the beginning of 2021, I am the Sebastian S. Kresge Emeritus Professor of Marketing (while continuing to publish and serve as the co-editor of the *Consumer Psychology Review* Journal). A copy of my curriculum vitae, which includes a complete list of my publications, is attached as Exhibit A.

2. I hold a Ph.D. in Marketing from the Duke University Fuqua School of Business, a Master's degree in Business Administration (MBA) from the UCLA Graduate School of Management, and a Bachelor's degree with majors in Economics and Political Science from The Hebrew University.

3. My field of expertise is consumer behavior, marketing management, the role of price, brand, and product features on consumer behavior, research methods, the design and analysis of consumer surveys and common survey mistakes, and human judgment and decision-making. Most of my research has focused on consumers' purchasing behavior, and the effects of product characteristics (such as brand name, price, and features), the competitive context, and marketing activities (such as promotions and advertising) on buying decisions.

4. I have published numerous articles in my career, which are listed in my C.V. (Exhibit A); they deal with topics such as consumer decision making, the role of brands, likelihood of confusion from the consumer's perspective, influences on consumers' decisions to start collections, consumer decision making in the age of the Internet,<sup>1</sup> survey methods, and many other topics. Among those are academic articles relating to methodological aspects of

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<sup>1</sup> See, e.g., Itamar Simonson and Emanuel Rosen (2014), *Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information*, HarperCollins Publishers.

likelihood of confusion surveys. For example, one article examined “The Effect of Survey Method on Likelihood of Confusion Estimates: Conceptual Analysis and Empirical Test.”<sup>2</sup> Although this article, which tested alternative methods across a dozen different pairs of marks, was not designed to estimate marketplace confusion (*e.g.*, the respondents did not represent any particular universe, and the survey did not include controls), it provided insights into various old and new methods.<sup>3</sup> I have also co-authored a chapter on “Demand Effects in Likelihood of Confusion Surveys,” in the ABA-published book entitled *Trademark and Deceptive Advertising Surveys*.<sup>4</sup>

5. I have received various awards, including (a) the 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award; (b) an Honorary Doctorate from the University of Paris – Sorbonne Universities; (c) the award for the Best Article published in the *Journal of Consumer Research* (the major journal on consumer behavior) between 1987 and 1989; (d) the 1997 O’Dell Award, given for the *Journal of Marketing Research* (the major journal on marketing research issues) article that has had the greatest impact on the marketing field in the previous five years; (e) the 2001 O’Dell award (and a finalist for the O’Dell Award in 1995, 2002, 2004, 2005, 2007, 2008, and 2012); (f) the award for the Best Article published in the *Journal of Public Policy & Marketing* (the main journal on public policy and legal aspects of marketing) between 1993 and 1995; (g) the Ferber Award from the Association for Consumer

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<sup>2</sup> Itamar Simonson (1993), “The Effect of Survey Method on Likelihood of Confusion Estimates: Conceptual Analysis and Empirical Test,” *Trademark Reporter*, 83 (3), 364-39; Itamar Simonson (1994), “Trademark Infringement from the Buyer Perspective: Conceptual Analysis and Measurement Implications,” *Journal of Public Policy and Marketing*, 13(2), 181-199.

<sup>3</sup> For example, in that survey, the estimates derived using the “Eveready” method were, on average, 10% higher than most other survey methods.

<sup>4</sup> Itamar Simonson and Ran Kivetz (2012), “Demand Effects in Likelihood of Confusion Surveys,” *Trademark and Deceptive Advertising Surveys*, Chapter 11, Shari Diamond and Jerre Swann, Eds., American Bar Association.



Research, the largest association of consumer researchers in the world; (h) Elected Fellow of the Association for Consumer Research; (i) the 2016 American Marketing Association Award for the Exceptional Book that had a significant impact on marketing and related fields; (j) the 2002 American Marketing Association award for the Best Article in the area of services marketing; and (k) the 2016 Association for Consumer Research Conference Best Paper Award.

6. At Stanford University, I have taught MBA and executive courses on Marketing Management, covering such topics as brand management and brand equity, buyer behavior, developing marketing strategies, pricing, building brand equity, advertising, sales promotions, and retailing. I have also taught courses dealing with topics such as Marketing of High Technology Products/services, Business-to-Business Marketing, and Critical-Analytical Thinking. Over the past several years, I have also taught an MBA course regarding “Applied Behavioral Economics,” which examines the judgment and decision-making behavior and common errors/tendencies of managers, organizations, and consumers, financial decision making, and risk taking. In addition to teaching MBA courses, I have guided and supervised numerous MBA student teams in their work on company and industry projects dealing with a variety of markets.

7. All doctoral courses that I have taught over the past 33 years have involved educating students regarding proper and improper ways to conduct and evaluate consumer and managerial decision-making studies. For example, in addition to general principles of decision-making, the courses examine the various stages involved in a consumer survey, including defining the problem to be investigated, selecting and developing the research approach, collecting and analyzing data, and deriving conclusions. In each class meeting, we carefully investigate the key errors (if any) in the research we discuss, and I teach the doctoral students

what key aspects they should focus on when designing and evaluating studies. One doctoral course that I have taught for 25 years has focused on studies of psychological and behavioral aspects of consumer decision-making and judgment and decision-making more generally. The emphasis in doctoral courses is often on consumer research, designing surveys, and evaluating published articles and studies.

8. Prior to joining Stanford University, during the six years that I was on the faculty of the University of California at Berkeley (1987-93), I taught an MBA Marketing Management course, a Ph.D. course on buyer behavior, and a Ph.D. course on buyer decision-making. I also taught in various executive-education programs, including a program for marketing managers in high-technology companies.

9. After completing my MBA studies and before starting my Ph.D. program, I worked for five years in a marketing capacity in a subsidiary of Motorola Inc., serving in the last two years as the product-marketing manager for various communications products. My work included (a) defining new products and designing marketing plans for new product introductions, (b) customer and competitor surveys and analysis, (c) pricing and advertising, and (d) sales forecasting.

10. I have conducted, supervised, or evaluated well over 2,000 marketing research studies dealing with various aspects of consumer behavior, covering topics such as branding, pricing, product configurations, marketing strategies, and advertising-related issues. Based on this experience, as well as my education, teaching, participation in consumer-research conferences, and numerous projects with companies and students, I have developed expertise in how to design consumer surveys, how to conduct consumer surveys, problems and pitfalls that

are common in consumer surveys, how to analyze the data from consumer surveys, and what the results of consumer surveys can—and cannot—show.

11. I serve on the editorial boards of various peer-reviewed journals, such as the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of the Academy of Marketing Science*, and the *Journal of Consumer Psychology*. In addition, I am the Co-Editor of the *Consumer Psychology Review* journal. I also frequently review articles submitted to journals in other fields, such as psychology, decision-making, and economics. Almost all the articles I review include surveys that I carefully examine, often identifying issues that need to be addressed and suggesting to the authors how to conduct new studies. I received (twice) the Outstanding Reviewer Award from the *Journal of Consumer Research*. As a reviewer, I am asked to evaluate the research of scholars wishing to publish their articles in leading scholarly journals. In addition, I have worked as a consultant for companies and organizations on a variety of marketing and buyer behavior topics, the design of consumer surveys, and the measurement of consumer preferences.

12. I have also served as an expert in well over 200 prior litigations involving various marketing and buyer behavior issues (including consumer surveys), technology marketing, the impact of product features, class actions, trademark-related matters, false advertising, branding, survey methods, and other issues. My surveys and expert opinions have been relied upon by various courts.<sup>5</sup> A list of cases in which I testified as an expert during the past four years is

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<sup>5</sup> See, e.g., *Malletier v. Dooney & Bourke, Inc.*, 525 F. Supp. 2d 558, 626 n.210 (S.D.N.Y. 2007) (noting that Dr. “Simonson is eminently qualified to analyze survey techniques”); *TCL Commc’n Tech. Holdings, Ltd. v. Telefonaktiebolaget LM Ericsson*, Consolidated No. 15-cv-2370, 2017 WL 6611635, at \*29 (C.D. Cal. Dec. 21, 2017) (“Dr. Simonson is exceptionally well credentialed in survey work.”); *VIP Prods., LLC v. Jack Daniel’s Props., Inc.*, No. 14-cv-2057, 291 F. Supp. 3d 891, 902 (D. Ariz. 2018) (“Dr. Simonson has served as an expert witness on numerous occasions, providing testimony on issues related to marketing, consumer behavior, trademark-related matters, false advertising, and branding.”); *Gucci Am., Inc. v. Guess?, Inc.*, 831 F. Supp. 2d 723, 745 (S.D.N.Y. 2011) (agreeing with Dr. Simonson’s

included with this report as Exhibit B. I am being compensated at the rate of \$850 an hour. My compensation is not dependent in any way on the outcome of this litigation.

13. I was asked by counsel for Nike, Inc., to design and conduct a survey to determine whether StockX's use of several of Nike's trademarks in connection with the sale of StockX's "Vault NFTs" is likely to cause confusion among an appreciable number of relevant consumers. Documents that I have considered when preparing this report are listed in Exhibit C.

## **SUMMARY OF CONCLUSIONS**

### **Survey Methodology**

14. I designed and conducted two surveys, a "Main Survey" which tested the likelihood of confusion between the Vault NFTs and Nike as a result of StockX's prominent use of Nike's trademarks in connection with the Vault NFTs, and a "Companion Survey" which omitted disclaimers present on the StockX Vault NFT website (that were shown in the Main Survey) to test the effectiveness of such disclaimers in reducing consumer confusion. The respondents in the Main Survey were 412 prospective purchasers of products/services/NFTs

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survey analysis); *THOIP v. Walt Disney Co.*, 690 F. Supp. 2d 218, 232–42 (S.D.N.Y. 2010) (relying on Dr. Simonson's opinions to exclude opposing expert's survey); *Simon Prop. Grp. L.P. v. mySimon, Inc.*, 104 F. Supp. 2d 1033, 1043–44, 1048, 1050 (S.D. Ind. 2000) (repeatedly citing Dr. Simonson's expert report as support for excluding opposing expert's survey); *Sazerac Co. v. Fetzer Vineyards, Inc.*, 265 F. Supp. 3d 1013, 1016 (N.D. Cal. 2017) (relying on Dr. Simonson's survey: "Fetzer's expert's analysis using a modified Eveready survey was far superior to the two room survey employed by Sazerac's expert"); *Kargo Glob., Inc. v. Advance Magazine Publishers, Inc.*, No. 06 Cv. 550(JFK), 2007 WL 2258688, at \*9–10, 15–16 (S.D.N.Y. Aug. 6, 2007) (embracing Dr. Simonson's report as stating "unassailable commonsense" and denying motion to exclude his testimony); *Schechner v. Whirlpool Corp.*, No. 2:16-cv-12409, 2018 U.S. Dist. LEXIS 221847, at \*27 (E.D. Mich. Oct. 30, 2018) ("Simonson's credentials are impressive, and his qualifications related to consumer research cannot be reasonably challenged."); *Gutierrez v. Wells Fargo Bank, N.A.*, 730 F. Supp. 2d 1080, 1114 (N.D. Cal. Aug. 10, 2010) ("This remarkably candid opinion was echoed throughout Expert Simonson's direct testimony"); *People of the State of California v. Macy's Inc.*, 2021 Cal. Super. LEXIS 41297, \*14-15 (Cal. Super. Jul. 13, 2021) ("The Court finds that the survey performed by Dr. Simonson was exemplary and a model of how litigation surveys should be conducted. The Court, accordingly, affords the survey's results and conclusions based thereon a high degree of credibility and weight.").

(non-fungible tokens) offered on the StockX platform (found at [www.stockx.com](http://www.stockx.com)). In particular, the Main Survey tested if greater prominence of Nike's trademarks increases the mistaken belief that it is Nike that makes the Vault NFT offer. The Main Survey also examined related questions as detailed in this report.

15. Respondents in both the Test and Control versions of the Main Survey (and Companion Survey) saw the Nike name and the full sneaker model name as well as the StockX name, and both groups saw (up-front) the image of the Nike branded shoe about which they were subsequently asked alongside other products offered on the StockX platform. The difference between the two groups involved the prominence of the Nike trademarks, and in particular, the prominence of the image of the Nike branded shoe later in the survey. Respondents in the Test group saw a Vault NFT with an image of the Nike branded shoe as sold by StockX whereas those in the Control group saw a Vault NFT with an image of a StockX-branded "ticket." The appearance of the Nike and shoe model names were otherwise the same between groups and remained prominent on each survey page.

16. The survey questions followed the standard *Eveready* format, though considering that both the Nike and StockX names remained prominent in both the Test and Control groups, the key question pertains to which company (StockX or Nike) is more likely to be perceived as the source of StockX's Vault NFTs. That is, unlike standard *Eveready* surveys in which the allegedly infringing ("junior") mark is presented and the allegedly infringed ("senior") mark is not, in this survey the senior mark (as well as the junior mark) remained prominent throughout the survey. If a respondent perceived Nike as the source of the offer, that respondent would name Nike (and possibly other brands, including StockX) when answering the source question ("Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen?"). And if the

respondent perceived StockX as the source of the offer, StockX would be the answer (or one of the answers). The respondents who named StockX (but not Nike) as the source of the offer could still name Nike when answering the subsequent *Eveready* survey questions (e.g., regarding business connection), given that the Nike name remained prominent on each page. Thus, as noted, a key issue tested in the Main Survey was whether the prominence of the image of the Nike branded shoe increases the likelihood that consumers would believe that Nike is the source of the offer.

17. The Companion Survey was identical to the Main Survey in every respect except one. The only difference was that the Companion Survey omitted the StockX disclosures/disclaimers that consumers can see if they choose to click on the presented thumbnail (underneath the image) and by reviewing the “Fine print.” Accordingly, a comparison of the results of the Companion Survey with the Main Survey assesses whether the StockX disclosures/disclaimers are effective in decreasing the mistaken belief that Nike is the company that offers the Vault NFTs.

18. Although the universe of potential StockX customers, including prospective purchasers of NFTs (and sneakers offered as NFTs) is very broad, the respondent universe for both the Main and Companion Surveys included the following criteria:

- a. Respondents own and expect to purchase sneakers.
- b. They expect to look for new investment opportunities and/or start a collection.
- c. They would consider investing in NFTs, buying collectible items, and/or investing in cryptocurrency.

- d. During the previous two years and during the subsequent 12 months, they bought (and would buy) or invested (and would invest) in brand new products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark.
- e. The respondents met other standard screening criteria (*e.g.*, they did not have potentially unrepresentative work experience).

### **Survey Findings**

19. A total of 412 respondents participated in the Main Survey and 417 participated in the Companion Survey. Respondents in both surveys were randomly assigned to the Test group or the Control group. Men accounted for about 60% of the respondents; about half the respondents were between 18 and 35 years-old, and the other half were 36 years old or older.

20. In the Main Survey, 72.7% of the Test group respondents named Nike as the company that offered the displayed Vault NFT, compared to 56.2% in the Control group (a difference of 16.5%). A little over a third of the respondents in both groups named StockX. Thus, displaying the StockX-branded “ticket” rather than the image of the Nike branded shoe when questions were asked lowered the percentage of respondents who perceived Nike as the source of the offered Vault NFT. It is also informative to compare the ratio of respondents naming Nike and StockX in the Test group versus the Control group as the company that offers the Vault NFT. The results indicate that the Nike/StockX ratio in the Test group (which makes the image of the Nike branded shoe more prominent) is 2.025 compared to 1.648 in the Control group; accordingly, relative to the Control group, the Nike/StockX ratio was 23% higher in the Test group. These findings are consistent with the conclusion that a change in the prominence of the image of the Nike branded shoe on the Vault NFT (while keeping the companies’ names

prominent) causes a substantial increase in consumers' perceptions that it is Nike that offers the Vault NFT.

21. Because both the Nike and StockX names appeared prominently on each page (and for both groups), those names were expected to be mentioned when answering the subsequent questions regarding business affiliation and permission. For example, many of the respondents who initially (when asked the offer-source question) named StockX subsequently named Nike as a company that has a business connection or gave its permission to StockX to sell the Vault NFTs.

22. The results of the Companion Survey were similar to those of Main Survey. Accordingly, we can conclude that the StockX disclosures are ineffective at reducing consumer confusion regarding the source of the Vault NFTs.

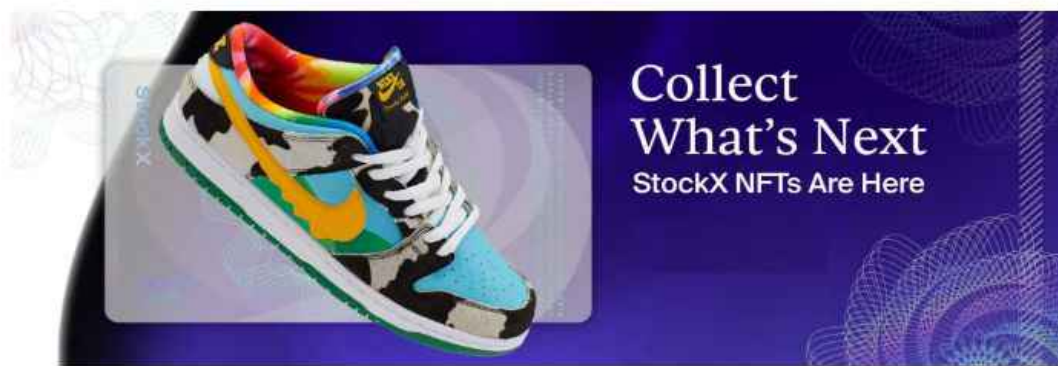
### **INTRODUCTION**

23. StockX launched its Vault NFTs on January 18<sup>th</sup>, 2022 (<https://stockx.com/about/stockx-launches-vault-nfts/>). StockX's website displayed a Vault NFT image of a Nike branded shoe on top of a white card and next to the phrase "Collect What's Next StockX NFTs Are Here."<sup>6</sup>

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<sup>6</sup> <https://stockx.com/about/stockx-launches-vault-nfts/>; NIKE0000391.





StockX's January 18, 2022 press release stated, among other things, the following:

Today, we're launching Vault NFTs, an experience where our customers can invest in NFTs tied to physical products and trade them instantly with lower fees. We believe that the physical items that trade on our platform are part of a new alternative asset class that can be uniquely associated with NFTs. The buyer of a StockX Vault NFT will also own the corresponding physical item including the opportunity to take possession of it at any time. The physical products tied to our Vault NFTs are stored in our own secure, climate-controlled facility. Each Vault NFT edition is uniquely serialized to an authenticated product in our Vault, as a title of ownership. Vault NFTs are minted under custodial authority as ERC-1155 tokens on the Ethereum blockchain to reduce transaction fees, minimize environmental impacts, and create provenance.

The press release did not include any mention of whether the displayed brand name (*i.e.*, Nike or Jordan) approved the offering of a Vault NFT tied to a physical Nike or Jordan branded shoe. It is noteworthy that the displayed Nike shoe (and other such offers) is presented as a financial investment, ownership of a physical product, and as a collectible. Accordingly, while the emphasis is on the Vault NFT, the offer is also presented as a product that the purchaser may choose to use or collect.

24. In StockX's June 6, 2022 Answer, the Vault NFT investment opportunities offered on the StockX online marketplace were described as follows (under "Preliminary Statement"):

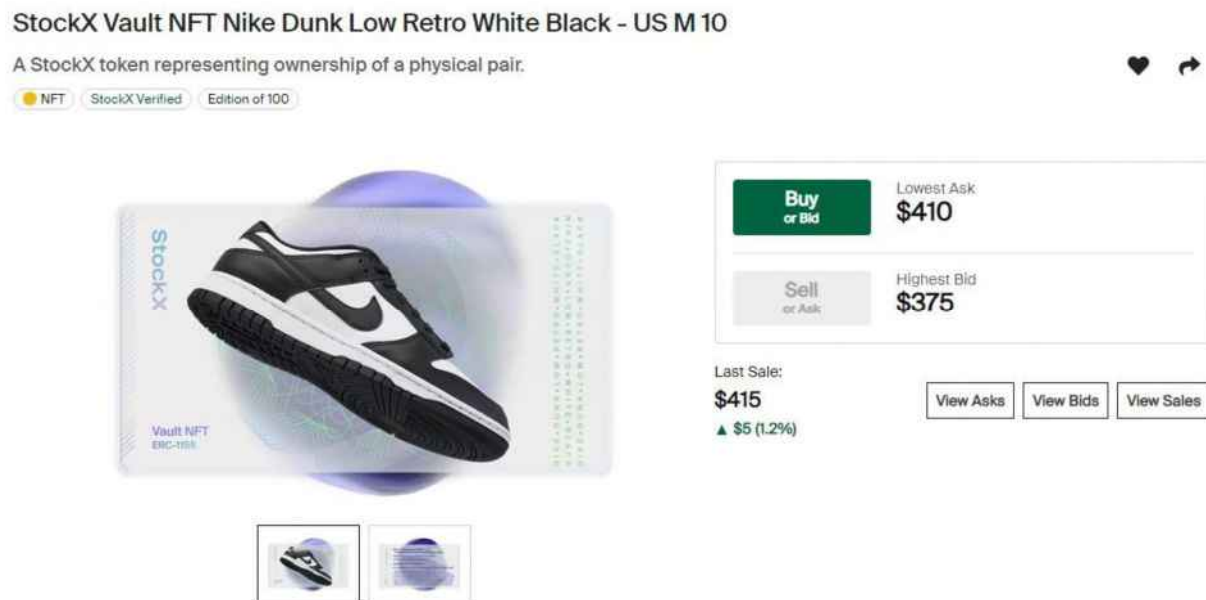
*StockX's introduction of NFTs has innovated and expedited the process of trading physical products. NFTs are traded on a blockchain, which permanently and publicly stores records of each NFT transfer, making the process a transparent and secure way to track ownership of physical items. In contrast to most NFT projects to date, which consist of digital images (including JPEGs or GIFs) or goods created for the metaverse, with or without additional utility attached, StockX Vault NFTs are one of the first applications where the NFTs are tied one-to-one to a physical product, and thus have no utility in the metaverse at all. StockX's Vault NFT program simply improves efficiency of secondary trading on StockX, serves to track ownership of physical goods, and cuts out unnecessary costs and fees for customers.*

...

The Vault NFT itself has no intrinsic value beyond this process—it is effectively a claim ticket, or a “key” to access the underlying Stored Item. Further, the Vault NFT cannot be traded separately, or decoupled, from ownership of the underlying Stored Item.

As stated on StockX's product pages, a “Vault NFT represents and tracks proof of ownership.”

25. StockX's Answer went on to display a StockX Vault NFT featuring images of a Nike branded shoe (Nike Dunk Low Retro White Black) followed by further explanation:



As shown above, each Vault NFT prominently includes the StockX trademark, as does the product page where the physical goods are offered for sale. In addition, much like a product page or advertisement on any other e-commerce

site, Vault NFTs accurately depict and describe the underlying physical goods that the consumer is purchasing. For example, the Vault NFT for the Nike Low Dunk Retro White Black shows an image (generated by StockX) of the Stored Item held in the StockX vault and the relevant product name.”<sup>7</sup>

Here again, the emphasis is on both the “Vault NFT prominently includes the StockX trademark” as well as on the “underlying physical goods.”

26. StockX claims that each Vault NFT is linked to a specific physical product and is “effectively a claim ticket” for that product, which is stored in a StockX facility. StockX appears to argue that as long as consumers believe that the Vault NFT is a “claim ticket” for that stored product, the prominent use of the image of a Nike-branded shoe on StockX’s Vault NFTs has no impact on consumers’ beliefs’ as to the origin/source of the Vault NFT offer.

27. Furthermore, StockX has explained that consumers who choose to invest in a Vault NFT can also choose at any time to take possession of the associated product and essentially use it the old-fashioned way, such as part of the consumer’s collection and/or by simply wearing the shoes or storing them in one’s closet. For example, StockX’s current website states (<https://stockx.com/lp/nfts/><sup>8</sup>):

So if you’re bullish on a product but do not want to take possession of it immediately, consider copping a Vault NFT. You take possession of the NFT immediately after the transaction is complete, meaning it is the fastest way to flip. Because each Vault NFT is tied to a physical product already stored in the StockX vault, you no longer have to wait several days before you can resell, and you do not have to pay fees associated with multiple legs of shipping and authentication. If you decide you are ready to take possession of the physical product, you can simply *redeem your Vault NFT* and we will deliver the product straight to your door.

28. In this way, the financial investment represented by the Vault NFT and the product itself are interconnected. As such, consumers may assume that the source/s of one

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<sup>7</sup> Answer, Dkt. 41 at 7.

<sup>8</sup> Visited most recently on April 22, 2023.

component (the investment component) is/are also the source of another component (the product).<sup>9</sup> Thus, for example, to the extent that consumers associate a pair of shoes with the brand/company that made them, they may assume that the same brand/company is the source of or affiliated in some manner with the other component (*e.g.*, the NFT investment offer).

Considering that both Nike and StockX may be the source of the product/NFT offer, a key additional measure in the present case is the ratio of consumers who attribute the product/NFT offer to StockX versus to Nike. More generally, NFTs raise important new questions regarding their impact on brands and the manner in which consumers evaluate and choose NFTs. Indeed, consumer and marketing researchers have already started to explore the role of NFTs in brand building and consumer decision making concerning NFTs.<sup>10</sup>

### **SURVEY METHODOLOGY**

#### **An Overview of the Survey Methodology: A Modified *Eveready* Format to Estimate the Mistaken Belief that the Offered Vault NFT Originates from Nike**

29. Following the standard experimental approach, respondents in both the Main and Companion Surveys were randomly assigned to the Test or the Control groups. The survey conservatively made the difference between the images seen by the two groups minor. Both the Test and Control groups were exposed to the same Vault NFT offer featuring images of a Nike branded shoe (Nike SB Dunk Low Ben & Jerry's Chunky Dunky) as well as to the StockX platform. However, although both groups continued to see the Nike shoe model names while answering the subsequent questions, they differed in one respect—whether the image of the

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<sup>9</sup> The StockX website (<https://stockx.com/about/stockx-launches-vault-nfts>) refers to other benefits it offers or may offer to its users; NIKE000784.

<sup>10</sup> See, *e.g.*, A. Colicev (2023), “How Can Non-Fungible Tokens Bring Value to Brands,” *International Journal of Research in Marketing*, 40, 30-37; H. Albayati et al. (2023), “Assessing engagement decisions in NFT Metaverse based on the Theory of Planned Behavior (TPB),” *Telematics and Informatics Reports*, 10; R. Chohan and J. Paschen (2021), “NFT Marketing: ...,” *Business Horizons*, 66, 43-50.

Vault NFT depicted a Nike branded shoe (including the “Swoosh” logo) when answering the questions or whether the image of the Vault NFT depicted a StockX branded “ticket” (also accompanied by the Nike brand name).<sup>11</sup> One might expect many respondents in both groups to mention “Nike” (and/or components of the model’s name, such as Ben & Jerry’s) as well as “StockX” because the names were prominently displayed in both the Main and Companion Survey versions throughout the survey. Thus, the single difference between the Test and Control versions represented a particularly conservative survey approach for estimating the impact of brand prominence on consumers’ beliefs that the StockX Vault NFT offer comes from (and/or is approved by) Nike. In other words, the survey tested whether the mere fact that the shoe image was more prominent in the Test version may affect consumers’ beliefs regarding Nike’s role in making the NFT offer (relative to StockX’s role).

30. The survey’s methodology (*i.e.*, the Main and Companion Survey Questionnaire’s questions) generally followed the commonly used *Eveready* survey format,<sup>12</sup> with the necessary modifications required for this particular case. As indicated, unlike standard *Eveready* surveys in which the allegedly infringing (“junior”) mark is presented and the allegedly infringed (“senior”) mark is not, in these surveys, the senior mark remained prominent throughout the survey. Furthermore, I decided to show the Nike shoe offered as NFT up-front to all respondents, so that Control group respondents (like Test group respondents) would know the shoe represented by the displayed “claim ticket” as well as its full model name.<sup>13</sup> Furthermore,

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<sup>11</sup> To avoid introducing differences between the Test and Control versions of the stimuli, which are not at issue, the displayed price in both versions was “Last Sale: \$200.”

<sup>12</sup> See J. Thomas McCarthy, MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION § 32:174 (4th ed. 2007).

<sup>13</sup> The design of the claim ticket was inspired by a ticket used by StockX for a different purpose; see <https://stockx.com/stockx-breakx-june-4th-4packs-access-pass>.

the survey followed the accepted survey standards, such as the “double-blind” standard (*i.e.*, neither the respondents nor the survey panel company knew the purpose of the survey or the identity of its sponsor) as well as randomization of the order of the applicable response options.

31. It is noteworthy that, although the *Eveready* survey format is the most commonly used survey protocol, the questions must be interpreted based on the specific characteristics of the case. For example, both Nike and StockX offer many of the same products, such as shoes and apparel; accordingly, the typically used *Eveready* question about “other products/services sold by the same company that makes the focal offer” is less informative in this case and is unlikely to distinguish the two companies (but it was included in the current surveys). Similarly, a respondent who indicated that Nike is the company that offers the product/NFT offer may go on to name the marketplace/platform on which the shoe is sold as an affiliated company (or one that gave its permission). Thus, as discussed below, while the first *Eveready* question (“Which company offers the product/NFT?”) is readily interpretable and informative about the company/platform making a particular offer, the answers to subsequent *Eveready* questions should be examined carefully to determine their implications given the unique characteristics of this case and included stimuli.

32. Although the current survey’s questions followed the *Eveready* protocol, the experimental survey design I used in this case, particularly the pre-exposure of both the Test and Control groups to the Nike shoe (offered as NFT), was informed by a methodology that my coauthor and I previously used in award-winning published research. In a series of studies regarding so-called “context effects” on consumer choice, my co-author and I examined the impact of displayed options on consumers’ preferences.<sup>14</sup> Building on research that I had

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<sup>14</sup> Itamar Simonson and Amos Tversky (1992), “Choice in Context: Tradeoff Contrast and Extremeness Aversion,” *Journal of Marketing Research*, 29 (August), 281-295 (this article received the 1997 O’Dell

published in 1989,<sup>15</sup> we showed that adding a third option to a two-option set can increase the choice share of the option most similar to the added option. This effect was examined using a test group that saw all three options and a control group that saw only two of the three options. This effect, which violates a fundamental assumption of classical economic theory (known as “regularity”), could have been influenced by the differences in information provided by the choice set (*i.e.*, the three options versus the two options) shown to respondents in each group. Amos Tversky and I addressed this rival account by first showing all respondents (test and control groups) a set of options that included all options as well as additional options (*i.e.*, not just those included in the choice subset that was subsequently shown to the two respondent groups). Thus, the differences in available information could not account for any difference between the test and control groups, because respondents in both groups had been shown the same universe of options. As Amos Tversky and I stated in a related article (1993, page 1182):

We have also observed violations of regularity when the subjects reviewed all the options under study before choosing from an offered subset.<sup>16</sup>

33. I used a similar basic approach in the current survey. All respondents were first shown the same mock line-up of products that have been offered on the StockX website. The displayed products, with their specific model names, were shown to all respondents, both the Test and Control groups. The shoe (with its name) that was subsequently the subject of questions was displayed at the top left of the product line, consistent with prior research

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Award for the Journal of Marketing Research article that had the greatest impact on the marketing field between 1992 and 1997).

<sup>15</sup> Itamar Simonson (1989), “Choice Based on Reasons: The Case of Attraction and Compromise Effects,” *Journal of Consumer Research*, 16 (September), 158-174.

<sup>16</sup> Amos Tversky and Itamar Simonson (1993), “Context-Dependent Preferences,” *Management Science*, 39 (10), 1179-1189; Itamar Simonson and Amos Tversky (1992), “Choice in Context: Tradeoff Contrast and Extremeness Aversion,” *Journal of Marketing Research*, 29 (August), 281-295.



indicating that top left options tend to receive more attention, because people often review options and read from top to bottom and from left to right.<sup>17</sup> Respondents were also directed to pay attention to the names of the displayed products. Next, respondents were shown either the NFT image of the Nike branded shoe (as used by StockX) or the NFT image of the StockX branded “ticket” next to the name of the Nike shoe; as indicated, the “Nike” name and the shoe model’s name were displayed prominently throughout the survey in both the Test and Control groups.

34. A product sold on an online marketplace/platform that offers Nike shoes as an NFT (or for non-investment use) is likely to be associated in the minds of many consumers not just with the named marketplace (or platform), but also with other displayed brand names, especially a prominent, well-known name such as Nike (and potentially also a product model name such as “Ben & Jerry’s”). First, unless the presented “Nike shoe” is fake or inauthentic, the fact is that the product was made by Nike, regardless of any un/known business connection between the platform and the brand. In addition, Nike is among the top worldwide brands,<sup>18</sup> and with very few exceptions, retailers and online platforms are not nearly as well recognized as Nike. When an online platform offers a Nike product for sale, the Nike brand and associated image are likely to have a strong impact on purchase decisions. Moreover, when a Nike branded shoe is used as an NFT investment rather than for personal use and/or as a collectible (as used by StockX), the Nike brand may affect the perceived source, the attractiveness, and long-term value

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<sup>17</sup> See, e.g., G. Buscher et al. (2009), “What do you see when you’re surfing? Using eye-tracking to predict salient regions of web pages,” *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, April 2009 Pages 21–30; Nielsen (2017), “Horizontal Attention Leans Left,” Nielsen Norman Group; S. Djambasbi et al. (2010), “Generation Y, Web Design, and Eye Tracking,” *International Journal of Human – Computer Studies*, 68, 307-23.

<sup>18</sup> See, e.g., <https://interbrand.com/best-global-brands/>. Nike has also been used in many textbooks as example of particularly effective brand building; see, e.g., P. Kotler and K. Keller (2012), *Marketing Management*, 14<sup>th</sup> ed., pages 29-30; Pearson.



of the NFT, even if it is acquired primarily as a financial investment. Indeed, consumers may mistakenly believe that Nike itself is the source of the offered product/NFT, especially if the platform prominently displays the product, which may thus enhance the offer's attractiveness and market value.

35. Because both the Nike name and the StockX platform's name may be associated in consumers/respondents' minds with a featured Nike shoe that is offered as an NFT on the StockX marketplace, a researcher using the *Eveready* methodology in this case should consider the implications of such associations for the analysis of the survey's results. The first question of an *Eveready* survey typically examines the perceived source (or origin) of the presented offer/product. Because this question is asked first and thus cannot be influenced by previous (main questionnaire) questions, the implications of the results for the likelihood of confusion estimate is straightforward; that is, the researcher can simply compare the Test and Control group (which, in this case, differ with respect to the prominence of the product image).

36. In addition to the source question and a question about other offers/products by the same source, the *Eveready* survey format typically includes questions about business affiliation and whether the source of the offer (or the company that put out the product/service) received permission from another company. The interpretation of the answers to these questions is less straightforward in this case. For example, suppose a respondent's answer to the source question is Nike, and the answer to one of the latter questions is that Nike received permission to make the NFT offer from StockX. Such an answer can be seen as an indication of confusion with Nike because, not only is Nike not the one making the NFT offer on the StockX website, Nike also did not receive (or request) permission from StockX. And suppose alternatively that a Control group respondent's answer to the source question is StockX, and the answer to one of

the later questions is that StockX received permission to make the NFT offer from Nike. In that case, the classification of such answers as confusion is straightforward, because Nike did not in fact give StockX permission to offer Nike branded NFTs. The interpretation of answers to the *Eveready* question regarding business affiliation should also be carefully examined. I will further address these issues when discussing the survey's results.

**The Effect, If Any, of the StockX Disclosures on Consumers' (Mistaken) Beliefs that Nike is the Source of the Nike Branded NFTs Offered on the StockX Platform**

37. The StockX platform presents disclosures that could be viewed by a consumer choosing to click on the thumbnail underneath the NFT image. In addition, the text underneath the NFT image (that did not require clicking) included the same disclosures in the "Fine print." The following illustrates what respondents could have seen:

**StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10**

A StockX token representing ownership of a physical pair.









● NFT StockX Verified Edition of 3

**Place Bid**

Sell for \$1,255 or Ask for More →

Last Sale:  
**\$200****View Asks****View Bids****View Sales****Related Products**

 <p>StockX Vault NFT Nike Dunk Low Retro White Black - US M 10</p> <p>Lowest Ask <b>\$295</b></p> <p>Last Sale: \$184</p>	 <p>StockX Vault NFT Nike Dunk Low Off-White Lot 50 - US M 10</p> <p>Lowest Ask <b>\$8,500</b></p> <p>Last Sale: \$7,500</p>	 <p>StockX Vault NFT KAWS Sacai Nike Blazer Low Blue - US M 10</p> <p>Lowest Ask <b>\$188</b></p> <p>Last Sale: \$130</p>	 <p>StockX Vault NFT New Balance 990v3 JJJJound... - US M 10</p> <p>Lowest Ask <b>\$400</b></p> <p>Last Sale: \$340</p>	 <p>StockX Vault NFT Trae Young 2018 Panini Prizm Rookie #7... - US M 10</p> <p>Lowest Ask <b>\$145</b></p> <p>Last Sale: \$96</p>	 <p>StockX Vault LaMelo Ball - US M 10</p> <p>Lowest Ask <b>\$299</b></p> <p>Last Sale: \$</p>
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**Product Description**

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

A piece of sneaker collab history, the Nike SB Dunk Low Ben & Jerry's Chunky Dunky is now a part of StockX's Vault NFT experience. Drawing inspiration from Ben & Jerry's colorful ice cream pint packaging, this release goes beyond a simple new colorway and features unique detailing that had never been used before on the Dunk Low silhouette. This Nike SB Dunk Low is composed of a cloudy blue sky and green meadow leather upper with faux cowhide on the overlays and tongues. Yellow Swooshes on the side resemble melting ice cream with leather protruding the standard pattern in a drip-like fashion. Tie-dye interiors, Ben & Jerry's style Nike branding on the heel tab, and a white and green sole completes the design. These sneakers released in May of 2020 and retailed for \$100 USD.

For storing this card with StockX Vault, you may be granted exclusive access to StockX benefits.

To see this NFT on the blockchain, click here. You can learn more about NFTs on StockX here.

**The Fine Print:**

- The Vault NFT is not affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike name(s), use and trademark(s) used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit [www.nike.com](http://www.nike.com).
- If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found here.
- Minted on Ethereum blockchain.

38. A question that naturally arises is whether these disclosures and/or the product description impact consumers' beliefs regarding the association between the Vault NFT offer and Nike. Accordingly, as noted above, I conducted two surveys sequentially. The Companion Survey (conducted during the last week of February 2023) did not provide the option of clicking on the image to view the disclosures and the "Fine print" was not displayed, whereas the Main Survey (conducted during the first week of March 2023<sup>19</sup>) provided the option of clicking on the image to view the disclosures and displayed the "Fine print." To the extent that the disclosures are effective in conveying to consumers that the offered Vault NFT did not originate, is not affiliated with, and did not receive permission from Nike, the Main Survey's (with disclosures) respondents should be less likely to associate the offered Vault NFT with Nike.

39. To reiterate, the survey methodology of both surveys was favorable to a finding of no difference between the Test and Control groups. In particular, both groups were shown the same product/shoe in the same NFT context, the shoe model name was the same, and the Nike brand name appeared prominently throughout the main part of the questionnaire for both groups. The only difference pertained to the prominence of the Nike branded shoe image when respondents reviewed the survey questions. Given the very limited and subtle distinction between the Test and Control groups, with the Nike name prominently displayed on each page, any observed difference in respondents' alleged confusion regarding the origin, affiliation, and/or approval of the NFT offer indicates a substantial impact of the manner in which the shoe supposedly underlying the NFT is presented and the salience of the Nike product imagery.

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<sup>19</sup> The research firm made sure that a respondent who participated in the Companion Survey could not participate in the Main Survey.

40. The two surveys used the same survey panel—Quest Mindshare, which was unaware of the purpose of the survey and the identity of its sponsor.<sup>20</sup> In implementing the surveys, I was assisted by Target Research Group.<sup>21</sup> As indicated, a comparison between the results of the Main Survey (with disclosures) and the Companion Survey (without disclosures) allows us to examine the impact, if any, of the StockX disclosures on consumers’ perceptions of the offered Vault NFT (*i.e.*, the belief that Nike offers a shoe as an NFT). The methodology of the (Main) survey that included the disclosure information is presented next, followed by a brief description of the Companion Survey.

### **Survey Universe**

41. The relevant respondents in both surveys were prospective customers of StockX. StockX offers a wide range of products and services, many of which may be purchased as NFTs and/or for personal use. Shoes, and Nike and Jordan branded shoes in particular (*e.g.*, Nike Air Jordan 1), have been (and still are) particularly prominent among StockX’s offerings.

42. Accordingly, the screening criteria were designed to identify those who may invest in NFTs, sneakers, collectibles, and other items offered on the StockX online marketplace. Given the very broad range of products/investments offered on the platform, not every item was specifically identified in the screening phase. In addition, considering the focus on shoes in the present case and the possibility that a consumer may purchase a Nike shoe as a NFT and subsequently decide to revise the product use (*e.g.*, start a collection and/or wear the shoe), qualified respondents were also sneaker purchasers, because those who do not wear sneakers are

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<sup>20</sup> <https://questmindshare.com/>.

<sup>21</sup> [targetresearchgroup.com](https://targetresearchgroup.com).

less likely to decide to buy sneakers as NFTs and/or collectibles and less likely to be sneakerheads (*i.e.*, sneaker enthusiasts).

43. The number of respondents was similar in the two surveys, with 412 respondents included in the data for the Main Survey with disclosures (after subtracting a few who took too long or not enough time to complete the surveys) and 417 respondents in the data for the Companion Survey without disclosures. The screening criteria were the same in both surveys.

44. The following questions were included in the surveys' screener:

- a. Questions about gender and age (and state) – given that StockX's customers are relatively more likely to be male and young,<sup>22</sup> about 60% of the respondents were male, and about half the respondents were between 18 and 35 years old.
- b. Questions 60 and 65 (see Exhibit D) examined whether respondents own and expected to purchase sneakers in the subsequent 12 months (respondents were also asked about other products).
- c. Given the focus on NFTs, respondents were asked a preliminary question (Question 70) regarding their plans for the next 12 months. Two of the response options were "Look for new investment opportunities" and "start a new collection." Those who selected one or both of these options continued to the next question.

45. Respondents were next asked about specific investments and collections:

(QUESTION 75)

Which, if any, of the following investment or collection opportunities will you consider during the next 12 months? If you don't know or are not sure, please indicate that you "Don't know/unsure." (*Select all that apply*)

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<sup>22</sup> See, e.g., STX0018615.

- a. Investing in the Stock Market (such as buying stocks, bonds, mutual funds)  
A stock market is the aggregation of buyers and sellers of stocks (also called shares), which represent ownership claims on businesses; these may include securities listed on a public stock exchange, as well as stock that is only traded privately.
- b. Investing in NFT (“non-fungible token”) → [CONTINUE]  
A NFT (“non-fungible token”) is an ownable digital token that is often offered by an online platform and may be linked to a specific product (such as art, a watch, or sneakers). The NFT can be held, for example, in the online platform's (or retailer's) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, you make a profit.
- c. Buying Collectibles (such as watches, trading cards, luxury handbags, sneakers, or art) → [CONTINUE]
- d. Investing in Real Estate (such as buying land or a condominium for personal or commercial reasons)
- e. Investing in Crypto Currency (e.g., buying payment cryptocurrencies such as Bitcoin, tokens or other stablecoins) → [CONTINUE]
- f. Will not make any of these investments
- g. Don't know/unsure [Single response]

46. The next questions (Questions 80 and 85) were designed to determine if respondents had purchased and expected to purchase new products from an online marketplace such as eBay or StockX. Question 80 was the following:

(QUESTION 80)

*{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-3. PUNCH 4 SHOULD ALWAYS BE SHOWN LAST. MUST SELECT “YES” TO PUNCH 2 “BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE” TO CONTINUE, OTHERWISE TERMINATE.}*

In the past two years, have you bought or invested in...? *(Select one response for each)*

	Yes	No	Don't know/unsure
1: <u>Used</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark			
2: Brand <u>new</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	[CONTINUE]		
3: <u>New</u> sneakers from an online website of a department store			
4: <u>New</u> sneakers from any other online marketplace or retail stores			

47. Finally, respondents were asked a standard question (Question 90) designed to make sure that they were not working for a company that may make them unrepresentative.

#### **Main Questionnaire: Questions and Stimuli**

48. Exhibit D includes the (pre-programming) questionnaire (for the Main Survey with disclosures), with the programming instructions in capital letters. Exhibit E presents the screenshots of the questionnaire (Test and Control groups) as seen by the (Main Survey) respondents.<sup>23</sup>

49. The survey followed the accepted standards, including the double-blind standard, rotating the order of response options as needed, as well as using proper quality control measures. The survey also made sure to avoid “demand effects”<sup>24</sup> and question order effects.

50. As indicated, respondents were randomly assigned to the Test or Control groups. Both groups were shown the same illustrative (mockup) lineup of products that are offered on

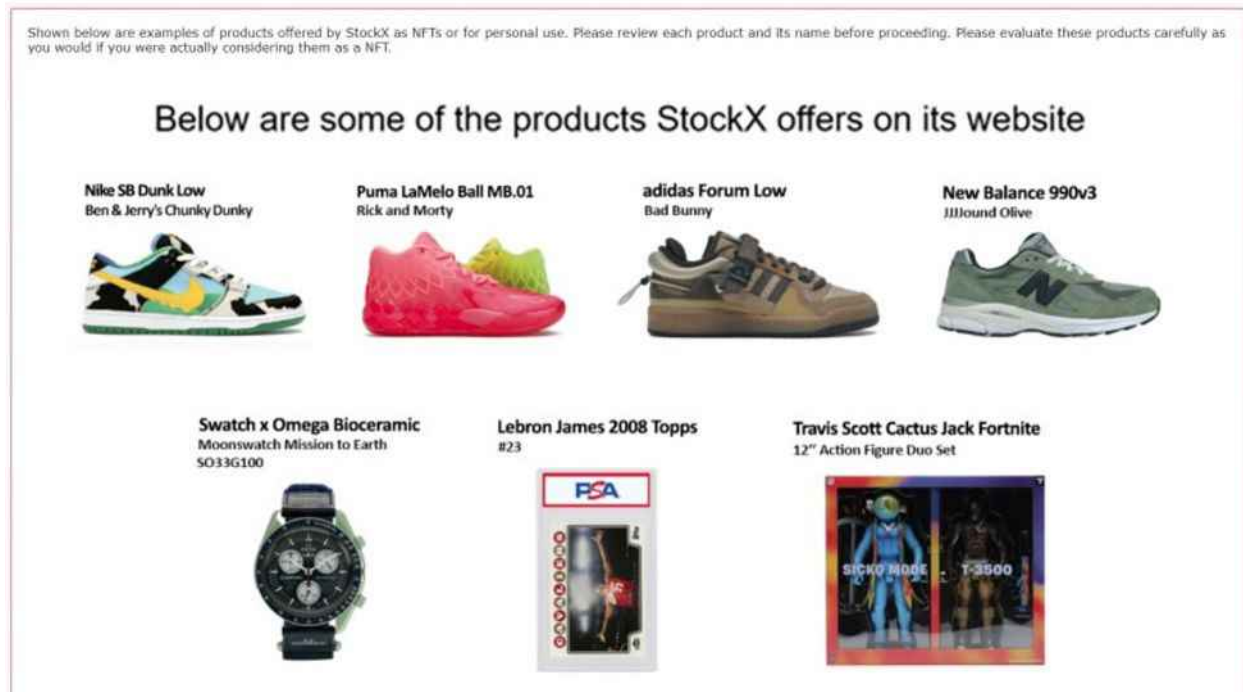
<sup>23</sup> See also Exhibits E1-E9, which present the stimuli as seen on the computer/phone screen. The screenshots in Exhibit E (and Exhibit G) do not always capture the entire image seen by respondents, such as the entire “ticket” seen by (Control group) respondents at the top of pages that presented questions at the bottom of the pages.

<sup>24</sup> For a discussion of demand effects, see, e.g., Simonson, I., and Kivetz, R. (2012), “Chapter 11 Demand Effects in Likelihood of Confusion Surveys: The Importance of Marketplace Conditions,” *Trademark and False Advertising Surveys*, Edited by Shari Diamond and Jerre Swann, American Bar Association.



the StockX marketplace, including the subsequently tested Nike shoe and its name. Specifically, respondents in both groups were shown the following page:

“Shown below are examples of products offered by StockX as NFTs or for personal use. Please review each product and its name before proceeding. Please evaluate these products carefully as you would if you were actually considering them as an NFT.”



51. Respondents were next shown either the NFT image of a StockX branded “ticket” (as explained above) or the NFT image of the Nike branded shoe that both groups were shown in the previous screen. The name Nike and the entire model’s name (“StockX Vault NFT Nike SB Dunk Low Ben & Jerry’s Chunky Dunky – US M 10”) were seen by both groups while answering the (*Eveready*) questions.

52. Specifically, those in the Test group were shown the following page:

Please consider now one of the shoes you just saw that is available for you to buy as a NFT.

Please scroll down to view the entire page.


When you are finished viewing the page, click on the 'NEXT' at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

**StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10**

A StockX token representing ownership of a physical pair.

NFT StockX Verified Edition of 3



**Place Bid**

Sell for \$1,255 or Ask for More +







Last Sale:  
**\$200**

[View Asks](#)

[View Bids](#)

[View Sales](#)

**Related Products**

 <p>StockX Vault NFT Nike Dunk Low Retro White Black - US M...</p> <p>Lowest Ask: <b>\$295</b></p> <p>Last Sale: \$184</p>	 <p>StockX Vault NFT Nike Dunk Low Off-White Lot 50 - US M...</p> <p>Lowest Ask: <b>\$8,500</b></p> <p>Last Sale: \$7900</p>	 <p>StockX Vault NFT KAWS Swatc Nike Blazer Low Blue - US M...</p> <p>Lowest Ask: <b>\$188</b></p> <p>Last Sale: \$190</p>	 <p>StockX Vault NFT New Balance 990v3 JJJJound...</p> <p>Lowest Ask: <b>\$400</b></p> <p>Last Sale: \$340</p>	 <p>StockX Vault NFT Trase Young 2018 Panini Prizm Rookie #7...</p> <p>Lowest Ask: <b>\$145</b></p> <p>Last Sale: \$86</p>	 <p>StockX Vault LaMelo Ball</p> <p>Lowest Ask: <b>\$299</b></p> <p>Last Sale: \$</p>
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**Product Description**

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

A piece of sneaker collab history, the Nike SB Dunk Low Ben & Jerry's Chunky Dunky is now a part of StockX's Vault NFT experience. Drawing inspiration from Ben & Jerry's colorful ice cream pint packaging, this release goes beyond a simple new colorway and features unique detailing that had never been used before on the Dunk Low silhouette. This Nike SB Dunk Low is composed of a cloudy blue sky and green meadow leather upper with faux cowhide on the overlays and tongue. Yellow Swooshes on the side resemble melting ice cream with leather protruding the standard pattern in a drip-like fashion. Tie-dye interiors, Ben & Jerry's style Nike branding on the heel tab, and a white and green sole completes the design. These sneakers released in May of 2020 and retailed for \$100 USD.

For storing this card with StockX Vault, you may be granted exclusive access to StockX benefits.

To see this NFT on the blockchain, click here. You can learn more about NFTs on StockX here.

**The Fine Print:**

- The Vault NFT is not affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike name(s), use and trademarks used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit [www.nike.com](http://www.nike.com).
- If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found here.
- Mined on Ethereum blockchain.

**NEXT**

53. Those in the Control group were shown the following page:

Please consider now the token of one of the shoes you just saw that is available for you to buy as a NFT.


Please scroll down to view the entire page.  
When you are finished viewing the page, click on the 'NEXT' at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

**StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10**

A StockX token representing ownership of a physical pair.

NFT StockX Verified Edition of 3



**Place Bid**


Sell for \$1,255 or Ask for More →

**Last Sale:**  
**\$200**

[View Asks](#)

[View Bids](#)

[View Sales](#)



**Related Products**

StockX Vault NFT Nike Dunk Low Retro White Black - US ...	StockX Vault NFT Nike Dunk Low Off-White Lot 2C - US M...	StockX Vault NFT KAWS Social Nike Blazer Low Blue - US M...	StockX Vault NFT New Balance 990V2 JJJJound...	StockX Vault NFT Tye Young 2018 Panini Prizm Rookie #7...	StockX Vault LeBron 16
<b>Lowest Ask</b> <b>\$295</b>	<b>Lowest Ask</b> <b>\$8,500</b>	<b>Lowest Ask</b> <b>\$188</b>	<b>Lowest Ask</b> <b>\$400</b>	<b>Lowest Ask</b> <b>\$145</b>	<b>Lowest Ask</b> <b>\$299</b>
<b>Last Sale:</b> \$184	<b>Last Sale:</b> \$7500	<b>Last Sale:</b> \$130	<b>Last Sale:</b> \$340	<b>Last Sale:</b> \$95	<b>Last Sale:</b> \$

**Product Description**

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

A piece of sneaker collab history, the Nike SB Dunk Low Ben & Jerry's Chunky Dunky is now a part of StockX's Vault NFT experience. Drawing inspiration from Ben & Jerry's colorful ice cream pint packaging, this release goes beyond a simple new colorway and features unique detailing that had never been used before on the Dunk Low silhouette. This Nike SB Dunk Low is composed of a cloudy blue sky and green meadow leather upper with faux cowhide on the overlays and tongue. Yellow Swooshes on the side resemble melting ice cream with leather protruding the standard pattern in a drip-like fashion. Tie-dye interiors, Ben & Jerry's style Nike branding on the heel tab, and a white and green sole completes the design. These sneakers released in May of 2020 and retailed for \$100 USD.

For storing this card with StockX Vault, you may be granted exclusive access to StockX benefits.

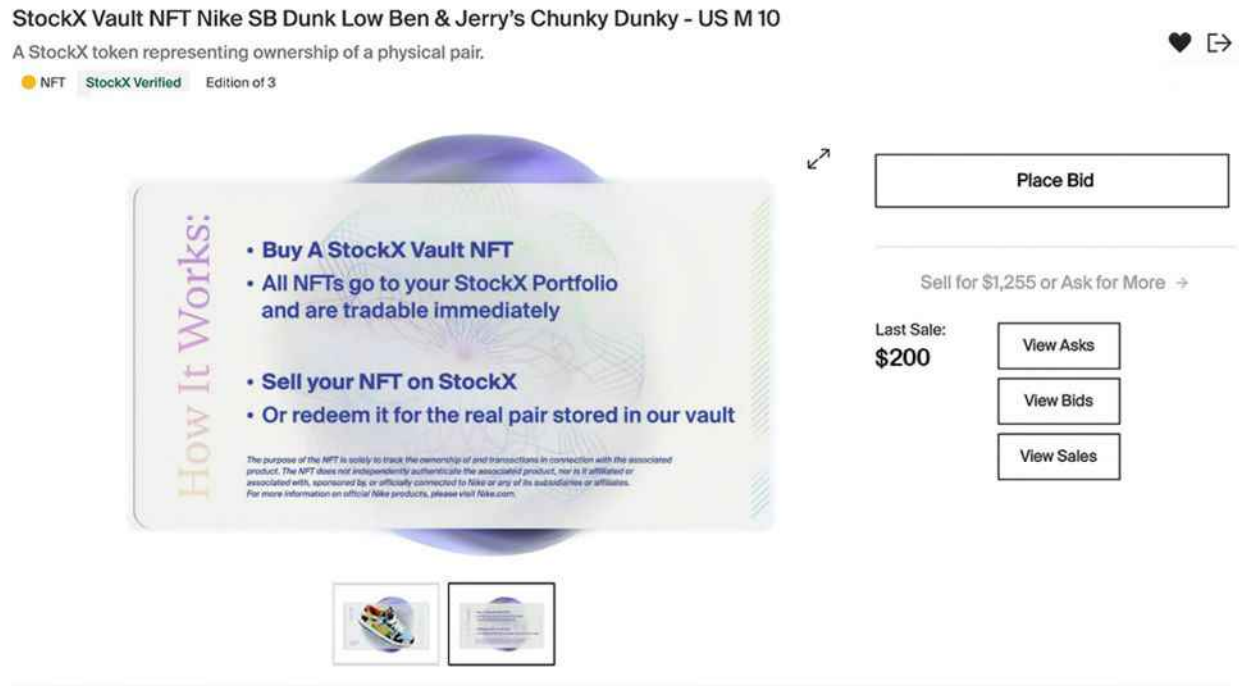
To see this NFT on the blockchain, click here. You can learn more about NFTs on StockX here.

**The Fine Print:**

- The Vault NFT is not affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike name(s), use and trademark(s) used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit [www.nike.com](https://www.nike.com).
- If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found here.
- Minted on Ethereum blockchain.

**NEXT**



54. As indicated, in the Main Survey both groups could choose to click on the thumbnail underneath the displayed image (in this and subsequent questions), in which case they were shown the following information:




55. To reiterate, given the particular characteristics of this case, both Nike and StockX were likely to be associated in the minds of many of the respondents with the offer. Accordingly, in addition to the standard (forward) likelihood of confusion test regarding the likelihood that respondents associate the offer with Nike, an important measure pertains to the ratio of those who mention StockX relative to those who mention Nike. This measure informs us about the relative attribution of the offer to Nike versus StockX in the Test group compared with the Control group.

56. Following the *Eveready* question protocol, respondents in the Test group were next asked the following question:

StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10  
A StockX token representing ownership of a physical pair.

 NFT  StockX Verified Edition of 3



StockX Vault NFT Edition of 3

Place Bid

Sell for \$1,255 or Ask for More →

Last Sale: \$200

[View Asks](#) [View Bids](#) [View Sales](#)

Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen?  
(Record company(ies) or brand(s) on line(s) below.)

Company/Brand #1

Company/Brand #2

Company/Brand #3

Company/Brand #4

☐ Don't know/unsure

[NEXT](#)

The corresponding question in the Control group was the following:

StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10  
A StockX token representing ownership of a physical pair.

 NFT  StockX Verified Edition of 3



StockX Vault NFT Edition of 3

Place Bid

Sell for \$1,255 or Ask for More →

Last Sale: \$200

[View Asks](#) [View Bids](#) [View Sales](#)

Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen?  
(Record company(ies) or brand(s) on line(s) below.)

Company/Brand #1

Company/Brand #2

Company/Brand #3

Company/Brand #4

☐ Don't know/unsure

[NEXT](#)

57. Respondents in both groups were also asked to explain their answers:

*{PROGRAMMING NOTE: ASK Q.345/Q.346 FOR EACH COMPANY/BRAND MENTIONED IN Q.340.}*

(QUESTION 345)

What makes you say that [INSERT COMPANY/BRAND MENTIONED AT Q.340] offers the product / NFT shown on the screen? (Please type your answer below. Please be as specific as you can.)

Don't know/unsure → (SKIP TO Q.350)

(QUESTION 346)

*{PROGRAMMER: Q.346 CAN BE BLANK. IF SO, SKIP TO Q.350.}*

Any other reason? (Please type your answer below. Please be as specific as you can.)

58. The remaining questions (see Exhibits D and E) followed the standard *Eveready* survey protocol in both the Test and Control groups, with the only difference pertaining to the image displayed at the top of the page. For example, respondents in the Test group were asked the following series of questions:

(QUESTION 350)

*{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}*

Does/do the company(ies) or brand(s) that offer the product / NFT on this page offer other products or services?

(Select one response)

1: Yes, it does offer other products or services (CONTINUE WITH Q.355)

2: No, it does not offer other products or services (SKIP TO Q.360)

3: Don't know/unsure (SKIP TO Q.360)

(QUESTION 355)

*{PROGRAMMING NOTE: ALLOW UP TO 4 RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}*

What other products or services does/do the company(ies) or brand(s) that offer the product / NFT on this page offer? (Record product(s) or service(s) on line(s) below.)

Product/Service #1 \_\_\_\_\_

Product/Service #2 \_\_\_\_\_

Product/Service #3 \_\_\_\_\_

Product/Service #4 \_\_\_\_\_

Don't know/unsure

(QUESTION 360)

*{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}*

Does or doesn't the company that makes this offer have a business affiliation or connection with another company or brand? (Select one response)

1: Yes, it does have a business affiliation or connection with another company or brand  
(CONTINUE WITH Q.365)

2: No, it does not have a business affiliation or connection with another company or brand (SKIP TO Q.370)

3: Don't know/unsure (SKIP TO Q.370)

(QUESTION 365)

*{PROGRAMMING NOTE: ALLOW UP TO 4 COMPANY/BRAND RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}*

With which other company(ies) or brand(s) does the company that makes this offer have a business affiliation or connection? (Record name(s) of company(ies)/brand(s) on the line(s) below.)

Company/Brand #1 \_\_\_\_\_

Company/Brand #2 \_\_\_\_\_

Company/Brand #3 \_\_\_\_\_

Company/Brand #4 \_\_\_\_\_

Don't know/unsure → (SKIP TO Q.370)

*{PROGRAMMING NOTE: ASK Q.366-Q.367 FOR EACH COMPANY/BRAND MENTIONED IN Q.365.}*

(QUESTION 366)

What makes you say [INSERT COMPANY/BRAND MENTIONED AT Q.365] has a business affiliation or connection with the company that makes this offer? (Please type your answer below. Please be as specific as you can.)

Don't know/unsure ( ) → (SKIP TO Q.370)

(QUESTION 367)

*{PROGRAMMER: Q.367 CAN BE BLANK. IF SO, SKIP TO Q.370.}*

Any other reason? (Please type your answer below. Please be as specific as you can.)

(QUESTION 370)

*{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}*

Did or didn't the company that makes this offer receive permission or approval from another company or brand in order to make this offer? (Select one response)

1: Yes, it did receive permission or approval from another company or brand (CONTINUE WITH Q.375)

2: No, it did not receive permission or approval from another company or brand (SKIP TO Q.380)

3: Don't know/unsure (SKIP TO Q.380)

(QUESTION 375)

*{PROGRAMMING NOTE: ALLOW UP TO 4 COMPANY/BRAND RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}*

From which other company(ies) or brand(s) did the company that makes this offer receive permission or approval from in order to make this offer? (Record name(s) of company(s)/brand(s) on the line(s) below.)

Company/Brand #1 \_\_\_\_\_

Company/Brand #2 \_\_\_\_\_

Company/Brand #3 \_\_\_\_\_

Company/Brand #4 \_\_\_\_\_

Don't know/unsure → (SKIP TO Q.380)



*{PROGRAMMING NOTE: ASK Q.376-Q.377 FOR EACH COMPANY/BRAND MENTIONED IN Q.375.}*

(QUESTION 376)

What makes you say that the company that makes this offer received permission or approval from [INSERT COMPANY/BRAND MENTIONED AT Q.375]? (Please type your answer below. Please be as specific as you can.)

Don't know/unsure → (SKIP TO Q.380)

(QUESTION 377)

*{PROGRAMMER: Q.377 CAN BE BLANK. IF SO, SKIP TO Q.380.}*

Any other reason? (Please type your answer below. Please be as specific as you can.)

**The Companion Survey: Do the StockX Disclosures Affect the Likelihood of Confusion Estimates?**

59. The survey described above presented respondents in both the Test and Control groups with disclosures that, as I understand, have been used by StockX at least in part to (presumably, as indicated in the disclosures) decrease associations between StockX's Nike branded Vault NFTs and the Nike company/brand. A question that naturally arises is whether the disclosures have been effective, that is, do they significantly lower associations of the Vault NFTs at issue with Nike?

60. This question was addressed by running a Companion Survey that was the same as the Main Survey described above, with the one difference being the omission of the disclosures. In particular, the thumbnail underneath the product/ticket image was not active and the product description did not include the "Fine print" disclosure. The screening questions and the Main Survey questionnaire were the same (see Exhibits F and G). The two surveys were conducted consecutively, with the data collection for the Main Survey with disclosures (3/2/2023-3/7/2023) commencing after the Companion Survey without disclosures was completed (2/22/2023-2/27/2023).

**SUMMARY OF KEY FINDINGS OF THE MAIN SURVEY (WITH DISCLOSURES)**

61. A total of 419 respondents completed the Main Survey with disclosures (the respondents could view the disclosures by choosing to click on the presented thumbnail (underneath the NFT image) and by reviewing the “Fine print”). Seven respondents were removed during editing for length of interview of under 3 minutes or 60 minutes or more (their data are available). The final tabulated sample of 412 respondents included 209 respondents in the Test group and 203 in the Control group. Exhibit H presents the complete data set with all of the individual respondents’ closed-ended and open-ended answers. Exhibit I presents the summary tables for each question as well as aggregated results. Exhibit J includes the codebook, which shows the codes used for the different verbal responses. Exhibit K presents the entire dataset, with the verbal responses replaced by the corresponding codes. It is noteworthy that the coders of the verbal responses were blind to the purpose of the survey and the identity of its sponsor.

62. In this section, I will review the Main Survey’s findings (more detailed findings appear in Exhibits H and I) and discuss their implications. As explained above, considering that both the Nike name (and related names such as Air Jordan) and the StockX name were seen by all respondents on each page, it is important to consider the implications of the first question regarding the offer’s source for the interpretation of subsequent answers. Accordingly, the summary tables included in Exhibit I are more detailed than tables I have relied on in most previous likelihood of confusion (and other) survey reports. In particular, I asked the Target Research Group firm, which assisted me in implementing the survey, to also prepare tables that “filtered” the answers to the questions about affiliation and permission based on the answers (*i.e.*, Nike, StockX) to the key question about source (Q.340).

**Key Findings of the Main Survey with Disclosures**

63. As shown in Tables 1 and 2 of Exhibit I, the survey respondents were geographically representative; close to 60% of the respondents were males and about 40% were females. The 18-35 years old age group accounted for about half the sample, and the other half were 36 years old or older.

64. As shown in Tables 4-14 of Exhibit I, respondents met the screening criteria presented above (see also Exhibits D and E).

**The Effect of the Prominence of the Nike Shoe Image on Confusion About the Company/Brand that Offers the NFT**

65. As indicated, the present case is different from many other matters involving the likelihood of confusion between two marks because consumers, who are not legal experts, may associate an offer of a Vault NFT with an image of a Nike branded shoe with both Nike and StockX (and possibly Ben & Jerry's). In particular, consumers who assume that the Nike branded shoe shown in the NFT image is an authentic Nike shoe,<sup>25</sup> may very well presume that the NFT offer is made by Nike as well as by StockX.

66. Moreover, unlike most likelihood of confusion surveys, both the Nike name and the StockX name were prominently displayed in both the Test and Control cells. In fact, in addition to the brand (and shoe model) names, the shoe itself was shown to both groups before they were asked any (main questionnaire) question. Thus, the only difference between the two

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<sup>25</sup> The term "authentic" in relationship to a product indicates the product's origin (for a discussion, *see, e.g.,* K. Grayson and R. Martinec (2004), "Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings," *Journal of Consumer Research*, 31, 296-312); G. Newman and R. Smith (2016), "Kinds of Authenticity," *Philosophy Compass*, 609-618 ("a commonly accepted meaning refers to the origin or provenance of the object, such as: "Was the painting created by Pablo Picasso or by someone else?").

groups was the NFT image itself, with the Nike branded shoe prominently displayed on the NFT in the Test cell.

67. As explained above, these rather unique characteristics of the current survey indicate that, in addition to the conventional measure of source confusion, we should contrast the impact of the rather subtle differences between the two cells on the degree to which respondents associated the offer with StockX compared with Nike. Accordingly, the results presented below also examine the ratio of mentions of Nike and StockX.

68. Table 15 (Exhibit I) summarizes the results regarding the company/brand that offers the product/NFT presented to respondents. To clarify the manner in which the tables in Exhibit I (and Exhibit M for the Companion survey) are organized, the headings are arranged in a hierarchical manner, with the “NET” being the highest/broadest level, followed by “Subnet” and, in some cases, “sub- Subnet.” The same respondent may appear under multiple headings (*e.g.*, under “Nike,” “Air Jordan,” and “SB Dunk Low”). However, each respondent is counted only once under the higher-level heading. For example, a respondent who mentioned Nike as well as components of the model’s name will only be counted once under the “Nike” NET total. The same hierarchical structure applies to other tables, such as the summary of the explanations in Table 16.

69. The following table presents only the NET-level results (Exhibit I):

**The Company/Brand that Offers the Product / NFT**

<b>Company/Brand</b>	<b>Test</b>	<b>Control</b>	<b>Net Difference (Test vs. Control)</b>
Nike	72.7%	56.2%	16.5%
StockX	35.9%	38.9%	- 3.0%
Ben & Jerry’s	19.1%	23.6%	- 4.5%
Other brands	12.5%	20.7%	- 8.2%
# Respondents	n = 209	n = 203	

70. These results demonstrate source confusion due to the difference between the Test and Control groups—they show that Nike is much more likely to be seen as the company/brand that offers the NFT based solely on the prominent image of the Nike shoe on the NFT. It is also noteworthy that all other mentioned companies/brands, including StockX, were substantially less likely than Nike to be seen as the source of the offered offer. Thus, the mere fact that the Nike branded shoe was more prominent in the Test group significantly increased the belief that Nike was the source of the product/NFT, even though the Nike name and the model's name appeared on each page in both the Test and Control versions. This finding, by itself, even without comparing these results to the results of the Companion Survey without the StockX disclosures, suggests that the disclosures are ineffective and/or are misinterpreted.

71. Relatedly, these results are inconsistent with the notion that consumers recognize that the offer is made by StockX, the online platform, rather than by the company/brand that made the physical product (Nike shoe) associated with the Vault NFT offering. In other words, regardless of the information and explanations that StockX presents regarding the Vault NFTs, consumers believe that the well-known brand behind the product is also behind an NFT investment involving a branded product; this effect is magnified if the StockX marketplace prominently displays the Nike shoes.

72. As explained above, survey respondents, who are not privy to any business arrangement between Nike and StockX, can reasonably mention both names (as well as another prominently displayed brand—Ben & Jerry's) when responding to the key question about the source of the offer. As indicated, further insights into consumers' beliefs about the source of the NFT offer can be provided using the ratio of mentions of Nike relative to StockX.

73. As shown in the table above, in the Test group, the Nike/StockX mention ratio is 2.025 ( $= 72.7\%/35.9\%$ ), compared with 1.445 ( $= 56.2\%/38.9\%$ ) in the Control group. Stated differently, the mere fact that the NFT image of the Nike branded shoe was more prominent in the Test group, notwithstanding the repeated display of the “Nike” and the sneaker model name in both groups, caused a 40% ( $= 2.025/1.445$ ) increase in the Nike/StockX source ratio.

74. Respondents also explained their answers regarding the offer’s source. Tables 17 and 18 (Exhibit I) detail explanation categories provided by respondents for naming Nike or StockX, respectively, as the company that offers the product/NFT. As shown in Table 17, the primary explanation categories *for naming Nike* were the following:

	Test	Control	Difference
“Website/Products Visuals” (“Product visuals”)	32.1% (18.2%)	3.0% (1.5%)	29.1% (16.7%)
“Brand Name” (“Nike name”)	5.3% (3.8%)	18.2% (10.8%)	- 12.9% (- 7.0%)
“Description”	6.7%	6.4%	0.3%
“Product/Brand Manufacturer” (“Nike Product”)	13.4% (10.5%)	9.9% (7.4%)	3.5% (3.1%)
# Respondents	n = 209	n = 203	

These results indicate that it is the prominence or emphasis on the image of the shoe (in addition to the Nike name) that is a primary factor underlying the difference in the number of Nike mentions in the Test group versus the Control group.

75. Table 18 details the explanations of those who named StockX in the previous question. Common explanations referred primarily to the displayed webpage information, such as “It says StockX” (5.6% of all respondents provided such or similar explanations), “I saw the Nike logo,” and “It’s a collaboration with Nike.”

76. Tables 21 and 22 (see also Table 20) in Exhibit I summarize the answers about other products/services offered by the same company. The answers provided limited additional information. For both Nike and StockX, commonly mentioned other products were apparel and shoes. Mentions of collectibles were slightly higher among those naming StockX as the source (9.7%) than those naming Nike (4.9%).

### **Business Connection or Affiliation**

77. As shown in Tables 24 and 25 (Exhibit I), the difference between the Test and Control groups with respect to the belief that the company that made the offer had a business connection/affiliation tended to be larger among those respondents who had indicated that StockX made the presented offer:

<b>Whether the Company/Brand that Offered the Product / NFT Has a Business Affiliation/Connection with Another Company</b>			
<b>Company/Brand Believed to Offer the Product/NFT</b>	<b>Test</b>	<b>Control</b>	<b>Net Difference (Test vs. Control)</b>
Nike	45.4%	36.0%	9.4%
StockX	52.0%	34.2%	17.8%
# Respondents	n = 209	n = 203	

78. Further insights are provided when examining the results summarized in Tables 27 and 28 (Exhibit I) regarding the companies/brands with which the company/brand believed to have made the offer has a business connection/affiliation. Some of the respondents who had indicated that Nike made the offer using related names (*e.g.*, Air Jordan) named Nike in response to the question about business connection/affiliation. Other names mentioned by a significant number of respondents in the Nike group (Table 27) were Ben & Jerry's (10.9%) and StockX (6.0%). The differences between the Test and Control groups tended to be small.

79. Nike (as the affiliated company) was by far the largest response Net among those who had indicated that StockX offered the product/NFT (Table 28). In the Test group, 29.3% of

those who had indicated that StockX made the offer said that StockX had a business connection/affiliation with Nike, compared to 16.5% in the Control group. This (13%) difference is statistically significant at (greater than) the standard 95% confidence level.<sup>26</sup> Other mentioned connected/affiliated names include Ben & Jerry's and StockX.

80. It is my understanding that StockX and Nike do not have a business connection or affiliation with respect to offers of Nike branded NFT or Nike branded shoes as NFTs. Accordingly, any respondent, in both the Test and Control groups, whose answer to the business connection/affiliation indicated that the two companies have a business connection/affiliation shows confusion.

81. Tables 30-31 (Exhibit I) present the explanations provided by the respondents who named Nike or StockX, respectively, as the company that made the offer. In addition, Tables 32-33 summarize the provided explanations based on whether the respondents had indicated that Nike or StockX made the offer.

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<sup>26</sup> In this case, a difference of 8% between the two proportions is statistically significant at the 95% confidence level. In general, an analysis of the statistical significance of the differences between the answers provided by respondents who view the Test or Control product is designed to measure whether these differences can be attributed to anything more than random chance. The results in this survey (and in numerous other surveys) are mostly expressed in terms of proportions or percentages. Accordingly, statistical tests of differences between the proportions observed in two different groups (often pertaining to the contrast between the Test and Control groups) are usually based on whether the magnitude of any difference in group proportions reaches the level of statistical significance, typically at the 95% confidence level. If a difference in proportions is found to be statistically insignificant (at the 95% confidence level) it means that, if the same survey were to be replicated 100 times, 95 out of the 100 replication surveys would obtain results that are within the "confidence interval" (or "margin of error") of the survey being examined. The applicable formula for determining whether a difference between proportions ( $p_1$  and  $p_2$ ) is statistically significant at the 95% confidence level is the following (with  $p_1$  = the proportion being tested in sample 1 and  $p_2$  = the proportion in sample 2):  $t = 1.96 \times \sqrt{(p_1 \times (1-p_1) / n_1 + p_2 \times (1-p_2) / n_2)}$ . [for a description of a similar Z-test, see: <https://online.stat.psu.edu/stat415/lesson/9/9.4>.



**Permission/Approval Question**

82. As shown in Tables 34, 35, and 36, Test group respondents were more likely than those in the Control group to indicate that the company that made the offer received permission/approval from another company/brand (49.3% versus 33.3%). This difference between the Test and Control groups was similar among those who initially named Nike as the company that made the offer and those who initially named StockX as the company/brand that made the offer.

83. Further insights are provided when examining the results summarized in Tables 38 and 39 (Exhibit I) regarding the companies/brands from which the company/brand believed to have made the offer received permission/approval. Thus, for example, Nike was by far the largest response Net (*i.e.*, it was mentioned most often) among those who had indicated that StockX made the offer (28% in the Test group and 21% in the Control group).

84. It is my understanding that StockX has not received Nike's permission/approval to offer Nike branded NFTs or Nike branded shoes as NFTs. Accordingly, any respondent, in both the Test and Control groups, whose answer to the business approval question indicated that Nike gave its permission/approval to StockX to offer Nike branded NFTs or Nike branded shoes as NFTs, is mistaken.

85. Tables 30-44 (Exhibit I) present the explanations provided by the respondents for their answers. The explanations pertain to the answers (*i.e.*, whether Nike or StockX were named) and are also filtered based on the company/brand believed to have made the offer (*i.e.*, the answer to the source question, Q.340).

**Additional Summary Tables**

86. Table 45 summarizes all name mentions, combining the source question, the affiliation question, and the permission question. In that table, 78% mentioned Nike in the Test group compared to 64% in the Control group (*i.e.*, a 14% difference). However, as explained above, because both the Nike name and the StockX name were displayed in both the Test and Control versions, the summary across all three key questions underestimates the difference between the Test and Control groups. Consider, for example, the respondents who initially (when answering the source question – Q.340) named StockX as the company/brand that offered the product/NFT, but then said that StockX received permission from Nike. Such respondents demonstrate confusion with Nike given that Nike did not give its permission to use its trademarks or images of Nike branded shoes in connection with offering NFTs; but such confusion may be seen as distinct from confusion about the source of the offer

87. Table 46 summarizes all of the reasons for the named company/brand combining the source, affiliation, and permission questions. Tables 47 and 48 summarize all of the reasons for naming Nike or StockX, respectively, combining the source, affiliation, and permission questions.

**Key Findings of the Companion Survey**

88. A total of 428 respondents completed the Companion Survey (without disclosures). Exhibit F includes the (pre-programming) questionnaire (for the Companion Survey), with the programming instructions in capital letters. Exhibit G presents the screenshots of the questionnaire (Test and Control groups) as seen by respondents.<sup>27</sup>

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<sup>27</sup> See also Exhibits G1-G3.

89. Eleven respondents were removed during editing for length of interview of under 3 minutes or 60 minutes or more (their data are available). The final tabulated sample of 417 respondents included 206 respondents in the Test group and 211 in the Control group. Exhibit L presents the complete data set with all of the individual respondents' closed-ended and open-ended answers. Exhibit M presents the summary tables. Exhibit N includes the codebook, which shows the codes used for the different verbal responses. Exhibit O presents the entire data set, with the verbal responses replaced by the corresponding codes.<sup>28</sup>

90. As explained above, the Companion Survey without disclosures allows us to determine whether the inclusion of the StockX disclosures made a statistically significant difference compared to the results of the Main Survey with disclosures. An examination of the summary tables in Exhibit M indicates that, by and large, the results of the Companion Survey without the disclosure were similar to the results of the Main Survey with disclosures (as described above). I will highlight just a few of the key findings of the Companion Survey.

91. Table 15 (Exhibit M) summarizes the results regarding the company/brand that offers the product/NFT presented to respondents. The following table presents only the NET-level results:

**Companion Survey: The Company/Brand that Offers the Product / NFT**

<b>Company/Brand</b>	<b>Test</b>	<b>Control</b>	<b>Net Difference (Test vs. Control)</b>	<b>Net Difference (in the Main Survey)</b>
Nike	81.6%	60.7%	20.9%	16.5%
StockX	41.3%	39.3%	2.0%	- 3.0%
Ben & Jerry's	30.1%	31.3%	- 1.2%	- 4.5%
Other brands	13.6%	20.9%	- 7.3%	- 8.2%
# Respondents	n = 206	n = 211		

<sup>28</sup> Exhibits P1 and P2 present, respectively, the sample disposition for the Main Survey (or Survey # 23022) and the Companion Survey (or Survey # 23012).

92. In general, although respondents in the Companion Survey without disclosures (*i.e.*, the Companion survey) were slightly more likely to mention Nike, StockX, as well as Ben & Jerry's compared with the Main Survey with disclosures, the differences between the Test and Control groups in the Companion Survey without disclosures were statistically indistinguishable from the differences between the Test and Control groups in the Main Survey. In other words, the addition of the disclosures in the Companion Survey did not have a statistically significant effect on the estimate of source confusion found in the Main Survey. Thus, regardless of the disclosures, the mere fact that the Nike product was more prominent in the Test group significantly enhanced the mistaken belief that Nike was the source of the NFT offer, even though the Nike name and the shoe model's name appeared on each page also in the Control version.

93. Furthermore, as explained above, a key survey question refers to the impact of the manner in which the offer is presented (*i.e.*, whether the Nike branded shoe image is prominently displayed on each page) on the ratio of mentions of Nike versus StockX. In the Companion Survey, the ratio of Nike/StockX mentions was again substantially greater in the Test group (1.958) than in the Control group (1.545); in relative terms, the ratio was 27% greater in the Test group than in the Control group (and slightly higher than the difference observed in the Main Survey). By contrast, the corresponding ratio in the Main Survey was 40% greater in the Test than in the Control. Clearly, the inclusion of the StockX disclaimer does not enhance the likelihood of identifying StockX as the source of the offer.

94. Moreover, in both the Test and Control groups (across both surveys), StockX was much less likely than Nike to be seen as the source of the offer. This finding, by itself, indicates that the disclosures are ineffective and/or are misinterpreted. Evidently, Nike is seen by most

consumers as the company most associated with the NFT offer displayed on the StockX platform, even where Nike's prominent imagery is replaced with the StockX "ticket."

95. Overall, the results of the Companion Survey were quite similar to the results of the Main Survey, including the provided explanations (*see, e.g.*, Tables 17 and 18 in Exhibit M). We can conclude that the StockX's disclosures regarding the displayed Nike sneakers offered as NFTs make little, if any, difference – they are ineffective.

#### **Additional Summary Tables**

96. Table 45 (Exhibit M) summarizes all name mentions combining the source question, the affiliation question, and the permission question. In that table, 89% mentioned Nike in the Test group compared to 71% in the Control group (*i.e.*, an 18% difference, which is 4% greater than the Test-Control difference in the Main survey). However, as explained above, because both the Nike name and the StockX name were displayed in both the Test and Control versions, the summary across all three key questions underestimates the difference between the Test and Control groups.

### **CONCLUSION**

97. The Main Survey and Companion Survey tested the likelihood of confusion between the Vault NFTs and Nike as a result of StockX's prominent use of Nike's trademarks in connection with the Vault NFTs. Using a very conservative design whereby, in both the Test and Control versions, the Nike name and the shoe model name were displayed on each (main questionnaire) page, the surveys showed that:

- a. Using the shoe image as prominently as StockX has done increases the mistaken belief that Nike is the source of the NFT offer.
- b. StockX's disclaimers are ineffective and do not lower the level of confusion.

Date : 5/5/2023

*I. Simonson*

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Itamar Simonson, Ph.D.

Itamar Simonson

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January 2023

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**EDUCATION**

## Ph.D.

Duke University, Fuqua School of Business  
 Major: Marketing; May 1987

## M.B.A.

UCLA, Graduate School of Management  
 Major: Marketing; March 1978

## B.A.

Hebrew University, Jerusalem, Israel  
 Major: Economics, Political Science; August 1976

**ACADEMIC POSITIONS**

July 1987 - June 1993

University of California, Berkeley  
 Haas School of Business  
 Assistant Professor

July 1993 – Aug. 1996

Stanford Graduate School of Business  
 Associate Professor of Marketing

Sept. 1996 – Aug. 1999

Stanford Graduate School of Business  
 Professor of Marketing

Sept. 1999 – Dec. 2020

Stanford Graduate School of Business  
 Sebastian S. Kresge Professor of Marketing

Jan. 2021 – Present

Stanford Graduate School of Business  
 Sebastian S. Kresge Emeritus Professor of Marketing

1994 – 2000

Stanford Graduate School of Business  
 Marketing Group Head

2000, 2004, 2012

Visiting Professor of Marketing: MIT; NYU; Columbia

## **AWARDS**

- Best Article in the *Journal of Consumer Research* during the period 1987-1989.
- The 1997 O'Dell Award (for the *Journal of Marketing Research* article that has had the greatest impact on the marketing field in the previous five years).
- The 2001 O'Dell Award.
- Honorary Doctorate: University of Paris II – Sorbonne Universities.
- The American Marketing Association Best Book in Marketing Award.
- Elected Fellow of the Association for Consumer Research.
- The 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award.
- Finalist for the O'Dell Award: 1995; 2002; 2004; 2005; 2007; 2008; 2012.
- Best Article in the *Journal of Public Policy & Marketing* during the period 1993-1995.
- The 2016 Association for Consumer Research Conference Best Paper Award.
- The 2002 American Marketing Association Award for the Best Article on Services Marketing.
- The Association for Consumer Research 1990 "Ferber Award."
- Finalist for the 2003 Paul Green Award (for the *Journal of Marketing Research* article with the greatest potential to contribute to the practice of marketing research).
- Runner-up for the 2005 *Journal of Consumer Research* Best Article Award.
- Winner in the Marketing Science Institute and Direct Marketing Association competition on "Understanding and Measuring the Effect of Direct Marketing."
- Runner-up for the 1993 *California Management Review* Best Article Award.
- National Science Foundation Grant (for 1996-8).
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2005, 2009.
- Honorable Mention for the Sloan Executive Program Teaching Award.

## **TEACHING EXPERIENCE**

### Stanford University:

Marketing Management (for MBAs and the Sloan Executive Program)  
Marketing to Businesses (for MBAs); Technology Marketing (for MBAs)  
Critical Analytical Thinking (for MBAs)  
Research Methods for Studying Consumer Behavior (a Ph.D. Course)  
Applied Behavioral Economics (at the MBA and Ph.D. levels)  
Buyer Behavior (a Ph.D. course)

### University Of California, Berkeley:

MBA, Ph.D. and Executive Education Classes on Marketing Management and Consumer Behavior.



## **BUSINESS EXPERIENCE**

October 1978-August 1983 Motorola, Inc.

Worked in an international subsidiary; responsibilities included marketing research and customer analysis, customer surveys, definition of new products, pricing, analysis of sales force performance, competitive intelligence, and forecasting. Conducted studies of consumers and markets for various communications products. Last two years served as Product Marketing Manager for communications products.

### **Consulting:**

Consulted for clients from a wide range of industries such as technology, communications, services, and manufacturing sectors.

Expert witness assignments: trademark infringement, deceptive advertising, surveys, consumer behavior, marketing management, branding, retailing, distribution, assessment of demand drivers and feature value, and other marketing issues.

## **PUBLICATIONS**

Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson, "The Upscaling Effect," *Journal of Consumer Research*, Forthcoming.

Ioannis Evangelidis, Sudeep Bhatia, Jonathan Levav, and Itamar Simonson, "50 Years of Research on Context Effects: Historical Overview and Directions for Future Research," *Journal of Consumer Research*, Forthcoming.

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#### **ARTICLES UNDER REVIEW/REVISION**

- Franklin Shaddy, Ayelet Fishbach, and Itamar Simonson, "Why Invoking the Self Attenuates Variety Seeking, the Compromise Effect, and Balancing." (Revised for resubmission)



Wendy Liu and Itamar Simonson, "Shortlisting – Not Overwhelmed But Biased." (Revised for resubmission)

Aner Sela and Itamar Simonson, "The Feeling of Preference: Preference Expression in the Absence of Preferences." (Revised for resubmission)

Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson, "The Upscaling Effect."

Jen Park and Itamar Simonson, "Rejection and Closure: Why Options that Survive Rejection Are More Attractive."

### **Doctoral Dissertations Chaired:**

Ravi Dhar (Chaired Professor, Yale U.)

Aimee Drolet (Chaired Professor, UCLA)

Stephen Nowlis (Chaired Professor, Washington U., St. Louis)

Ziv Carmon (Chaired Professor, INSEAD)

Ran Kivetz (Chaired Professor, Columbia U.)

Donnel Briley (Professor, U.O. Sydney)

Thomas Kramer (Professor, U.O. California, Riverside)

Wendy Liu (Professor, U.O. California, San Diego)

Sanjay Sood (Professor, UCLA)

Song-Oh Yoon (Professor, Korea University)

Michal Maimaran (Clinical Professor, Kellogg School)

Leilei Gao (Professor, Chinese University, Hong Kong)

Wendy De La Rosa (Assistant Professor, Wharton School, U.O. Penn.)

Aner Sela (Professor, U. O. Florida)

Jonah Berger (Associate Professor, Wharton School, U.O. Penn.)

Jen Park (Assistant Professor, University of British Columbia)

### **EDITORIAL ACTIVITIES**

Co-Editor of *Consumer Psychology Review*

Editorial Boards: *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, *Journal of Marketing in Emerging Economies*, *Marketing Letters*, *Journal of Academy of Marketing Science*, *Review of Marketing Research*.

Reviewer for *Marketing Science*, *Journal of Behavioral Decision Making*, *Science*, *Management Science*, *Journal of Retailing and Consumer Services*, *Journal of Marketing*, *Journal of Retailing*, *Organizational Behavior and Human Decision Processes*, *Journal of Experimental Psychology*, *Psychological Review*, *Psychological Bulletin*, *Journal of Personality and Social Psychology*, *Psychological Science*, *California Management Review*, *Journal of Economic Psychology*,

*European Journal of Social Psychology, Journal of Judgment and Decision Making, Medical Decision Making, and National Science Foundation.*

**PROFESSIONAL AFFILIATIONS**

Association for Consumer Research  
Judgment and Decision Making Society



EXHIBIT B

Cases in which Dr. Itamar Simonson Testified as an Expert at Trial or by Deposition in the Past  
Four Years

1. Promotion In Motion v. Haribo America (Dist. of NJ; 19-cv-14183-MCA-LDW) (Deposition).
2. RingCentral, Inc. v. Nextiva, Inc. (Nor. Dist. of CA, SJ Div.; 5:19-cv-02626) (Deposition).
3. San Diego County Credit Union v. Citizens Equity First Credit Union (South. Dist. of CA; 3:18-cv-00967-GPC-RBB) (Trial).
4. Car Freshner Corp. v. Crocs, Inc. (Nor. Dist. of NY; 7:16-cv-0068) (Deposition)
5. William Brady v. Bayer et al. (State of CA Superior Court, Orange Country; 0-2016-00839608-CU-MC-CXC) (Deposition).
6. MGFB Properties, Inc. et al. v. Viacom, Inc. et al. (Nor. Dist. FL; 5:19-00257) (Deposition).
7. Sprint Spectrum et al. v. AT&T Mobility (SDNY; 19-CIV-1215) (Deposition).
8. The People of the State of California v. Macy's Inc. (Superior Court of CA, County of Los Angeles; BC643040) (Trial).
9. Jerome's Furniture Warehouse v. Ashley Furniture Industries (South. Dist. CA; 20-cv-1765) (Deposition).
10. American Eagle Outfitters v. Walmart (W.D. of PA; 2:20-cv-00412) (Deposition).
11. Jill Hennessey v. Kohl's Corp. (East. Dist. of Missouri; 4:19-01866) (Deposition)
12. Warner Bros. Entertainment v. Random Tuesday, Inc. (Cent. Dist. CA; 2:20-cv-02416) (Deposition).
13. Simmons et al. v. Ford Motor Company (S.D. FL; 18-cv-81558-RAR) (Deposition).
14. Maxell, Ltd. v. Apple Inc. (East. Dist. of TX; 5:19-cv-0036) (Deposition).
15. Ericsson Inc. v. Apple Inc. (EDTX, Marshall Div.; 2:21-cv-336) (Deposition).
16. Stitch, Ltd. v. TikTok, Inc. (SD-CA; 3:21-cv-00626)) (Trial).
17. Koss Corp. v. Apple Inc. (WDTX; 6:20-cv-00665) (Deposition).

18. Margarita Delgado, et al. v. Ocwen Loan Servicing et al. (East. Dist. of NY; 1:13-cv-04427) (Deposition).
19. Thrive Natural Care v. Thrive Causemetics (Cent. Dist. of CA; 2:20-cv-9091-PA-AS) (Deposition).
20. Contour IP v. GoPro, Inc. (N.D. of CA; 21-cv-2143) (Deposition).
21. Burnett, Camp, et al. v. Conseco Life Insurance (So. Dist. of Indiana; 1:18-cv-00200-JPH-DML) (Deposition).
22. *In Re. Distribution of Cable Royalty Funds* (Testified at trial on behalf of the Public Television Claimants Before the Cable Royalty Judges; Washington, D.C.).
23. Duracell U. S. Operations v. Energizer Brands (SDNY; 1:20-cv-07318) (Depositions).
24. Milan et al. v. Clif Bar & Company (Nor. Dist. of CA; 18-02354) (Deposition).
25. PNC Bank v. Trilegiant Corp. et al. (Court of Common Pleas, Allegheny County, PA; G.D. 15-020824) (Deposition).
26. IPA Technologies Inc. v. Amazon.com, Inc. (Dist. of Delaware; 1:16-cv-01266-RGA) (Deposition).
27. Rovi Guides, Inc. v. Videotron LTD. (Federal Court, Ottawa; Docket T-921-17) (Trial).
28. Federal Trade Commission v. LendingClub Corp. (Nor. Dist. Of CA; 3:18-cv-02454-JSC) (Deposition).
29. ID Tech v. Samsung Electronics (Cent. Dist. of CA.; 8:17-cv-01748) (Deposition).
30. Instagram, LLC v. Instagoods Pty Ltd (USPTO, Application no.: 88923261) (Deposition).
31. American Airlines v. Delta Air Lines (North. Dist. of TX, Ft Worth Div.; 4:19-CV-01053-O) (Deposition)
32. Innovation Sciences v. Amazon.com et al. (East. Dist. of TX, Sherman Div.; 4:18-cv-00474) (Deposition).
33. Strategic Partners, Inc. v. Figs, Inc. (CD-CA; 2:19-cv-02286) (Trial).
34. Re. Apple iPhone Antitrust litigation (Nor. Dist. CA, Oakland Div.; 4:11-cv-06714-YG) (Deposition).
35. Monster Energy Company v. BeastUp LLC (East. Dist. of CA; 17cv1605 KJM-JDP) (Trial).
36. The People of the State of California v. HRB Tax Group et al. (Superior Court, County of LA; 19STCV15742) (Deposition).

37. Jackpocket, Inc. v. LottoMatrix NY LLC et al. (SDNY; 22-cv-05772) (Deposition).
38. Veterinary Hospital Managers Association, Inc., v. Eastern States Veterinary Association, Inc. (USPTO, Ser. No. 88/850,803)

**Documents Considered**

**Production Documents**

NIKE0000052

NIKE0000055

NIKE0000125

NIKE0000130

NIKE0000153

NIKE0000209

NIKE0000276

NIKE0000278

NIKE0000288

NIKE0000352

NIKE0000391

NIKE0000784

NIKE0005639

NIKE0005647

NIKE0038949

STX0012521

STX0014733

STX0014863

STX0017372

STX0018615

STX0018799

STX0019053

STX0021192

STX0021868

STX0046323

STX0047489

STX0060150

STX0060381

STX0091819

STX0263803

### **Deposition Transcripts and Exhibits**

December 2, 2022 Videotaped deposition of Jacob Fenton

November 30, 2022 Videotaped deposition of Russell Amidon

January 12, 2023 Videotaped deposition of Yasir Malik

### **Pleadings**

Dkt 1 - Complaint

Dkt 21 – StockX’s Answer

Dkt 31 - Notice of Motion to Amend Complaint

Dkt 32 – Memorandum of Law in Support of Motion for Leave to File First Amended Complaint

Dkt 33 – Declaration of Tamar Duvdevani in Support of Motion for Leave to File First Amended Complaint and Exhibits A and B thereto.

Dkt 39 – First Amended Complaint

Dkt 41 – StockX’s Answer to First Amended Complaint

### **Webpages**

[www.stockx.com](https://www.stockx.com)

StockX Launches Vault NFTs - <https://stockx.com/about/stockx-launches-vault-nfts/>

Nike SB Dunk Low Ben & Jerry’s Chunky Dunky (Vault NFT) - <https://stockx.com/chunky-dunk-dunk-low-ben-jerry-chunky-dunk-vault-nft>

StockX BreakX June 4th 2022 featuring Infamous Wu and Breaking Swipes - <https://stockx.com/stockx-breakx-june-4th-4packs-access-pass>

Best Global Brands - <https://interbrand.com/best-global-brands/>

## Articles

Itamar Simonson and Emanuel Rosen (2014), *Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information*, HarperCollins Publishers.

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K. Grayson and R. Martinec (2004), "Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings," *Journal of Consumer Research*.

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#103-23022 SNEAKER ONLINE SURVEY B

SPECS

Two cells: 205 each, 410 in total.

Cell 1: Test (Nike Shoe)  
Cell 2: Control (Token)

100% Nationwide - IN TOTAL: 18% NORTHEAST, 22% MIDWEST, 37% SOUTH, AND 23% WEST  
GENDER – 40% Female, 60% Male  
AGE – WITHIN GENDER – 50% 18-35 AND 50% 36+

MUST MATCH STATE Q.20, GENDER Q.30 & AGE Q.40 TO PANEL DATA IN REAL TIME. IF ANY OF THE 3 RESPONSES DO **NOT** MATCH THE PANEL DATA, THE PERSON WILL BE COUNTED AS A TERMINATE ON THE PORTAL REPORT FOR THE FIRST QUESTION THEY DO NOT MATCH WITH.

#103-23022 SNEAKER ONLINE SURVEY B

SCREENER

**(QUESTION 10)**

Please take a few moments to complete our questions.

**(QUESTION 15)**

***{PROGRAMMER: IF RESPONDENT DOES NOT CLICK ON THE WORD “HERE”, TERMINATE. CLICKING ON THE WORD “HERE” WILL ADVANCE THE RESPONDENT TO THE NEXT QUESTION.}***

Please click **here** if you are not a robot.

**(QUESTION 20)**

***{PROGRAMMER: MATCH STATE BACK TO PANEL DATA; IF DOES NOT MATCH, TERMINATE. IN TOTAL: 18% NORTHEAST, 22% MIDWEST, 37% SOUTH, AND 23% WEST.}***

In which of the following states do you live? [INSERT DROP DOWN LIST] (Select one response)

**(QUESTION 30)**

***{PROGRAMMER: MATCH GENDER BACK TO PANEL DATA; IF IT DOES NOT MATCH, TERMINATE. 60% MALE, 40% FEMALE. DO NOT TERMINATE IF OTHER IS SELECTED.}***

What is your gender? (Select one response)

- 1: Male [60%]
- 2: Female [40%]
- 3: Other [CONTINUE]

**(QUESTION 40)**

***{PROGRAMMER: MATCH AGE BACK TO PANEL DATA; IF IT DOES NOT MATCH, TERMINATE. 50% 18-35, 50% 36+.}***

Which of the following groups listed below includes your age? (Select one response)

- 1: Under 18 [TERMINATE]
- 2: 18-35 [50%]
- 3: 36+ [50%]

**(QUESTION 50)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-5. ALLOW UP TO 50% TO USE SMARTPHONES.}**

Which of the following devices are you using right now to take this survey? **(Select one response)**

- 1: Desktop computer → **[SKIP TO Q.60]**
- 2: Laptop computer → **[SKIP TO Q.60]**
- 3: Tablet (such as an iPad, Android tablet, etc.) → **[SKIP TO Q.60]**
- 4: Cell phone (not a smartphone) → **[ASK Q.55]**
- 5: Smartphone → **[SKIP TO Q.60]**
- 6: Other mobile device → **[ASK Q.55]**

**(QUESTION 55)**

This survey may not be compatible with cell phones, or other mobile devices, so please use your desktop computer, laptop computer, tablet, or smartphone to complete this survey. To complete this survey, please re-try your invitation link using your desktop computer, laptop computer, tablet, or smartphone. **{TERMINATE INTERVIEW.}**

**(QUESTION 60)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4.}**

Which, if any, of the following products do you currently own? **(Select all that apply)**

- 1: Sneakers [QUALIFY]
- 2: Leather jacket
- 3: Suit
- 4: Hoodie
- 5: None of the above [Single response]

**(QUESTION 65)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4.}**

Which, if any, of the following products do you expect to buy in the next 12 months? **(Select all that apply)**

- 1: Sneakers [QUALIFY]
- 2: Leather jacket
- 3: Suit
- 4: Hoodie
- 5: None of the above [Single response]

**{PROGRAMMING NOTE: MUST SELECT PUNCH 1 "SNEAKERS" AT Q.60 OR Q.65 TO CONTINUE, OTHERWISE TERMINATE.}**



**(QUESTION 70)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4. MUST SELECT PUNCH 3 “LOOK FOR INVESTMENT OPPORTUNITIES” OR PUNCH 4 “START A NEW COLLECTION” TO CONTINUE, OTHERWISE TERMINATE.}**

Which, if any, of the following do you expect to do in the next 12 months? *(Select all that apply)*

- 1: Work fewer hours in a typical week
- 2: Purchase a house or a condominium
- 3: Look for investment opportunities→ **[CONTINUE]**
- 4: Start a new collection→ **[CONTINUE]**
- 5: None of the above [Single response]

**(QUESTION 75)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-5. RANDOMIZE PUNCH 3 OPTIONS. MUST SELECT PUNCH 2 “INVESTING IN NFT” OR PUNCH 3 “BUYING COLLECTIBLES” OR PUNCH 5 “CRYPTO CURRENCY” TO CONTINUE, OTHERWISE TERMINATE.}**

Which, if any, of the following investment or collection opportunities will you consider during the next 12 months? If you don’t know or are not sure, please indicate that you “Don’t know/unsure.” *(Select all that apply)*

- 1: Investing in the Stock Market (such as buying stocks, bonds, mutual funds)  
A stock market is the aggregation of buyers and sellers of stocks (also called shares), which represent ownership claims on businesses; these may include securities listed on a public stock exchange, as well as stock that is only traded privately.
- 2: Investing in NFT (“non-fungible token”) → **[CONTINUE]**  
A NFT (“non-fungible token”) is an ownable digital token that is often offered by an online platform and may be linked to a specific product (such as art, a watch, or sneakers). The NFT can be held, for example, in the online platform's (or retailer’s) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, you make a profit.
- 3: Buying Collectibles (such as watches, trading cards, luxury handbags, sneakers or art) → **[CONTINUE]**
- 4: Investing in Real Estate (such as buying land or a condominium for personal or commercial reasons)
- 5: Investing in Crypto Currency (e.g., buying payment cryptocurrencies such as Bitcoin, tokens or other stablecoins) → **[CONTINUE]**
- 6: Will not make any of these investments
- 7: Don’t know/unsure [Single response]

**(QUESTION 80)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-3. PUNCH 4 SHOULD ALWAYS BE SHOWN LAST. MUST SELECT “YES” TO PUNCH 2 “BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE” TO CONTINUE, OTHERWISE TERMINATE.}**

In the past two years, have you bought or invested in...? *(Select one response for each)*

	Yes	No	Don’t know/unsure
1: <u>Used</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark			
2: Brand <u>new</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<b>[CONTINUE]</b>		
3: <u>New</u> sneakers from an online website of a department store			
4: <u>New</u> sneakers from any other online marketplace or retail stores			

QUESTION 85)

{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-3 IN THE SAME ORDER AS Q.80. PUNCH 4 SHOULD ALWAYS BE SHOWN LAST. MUST SELECT “YES” TO PUNCH 2 “BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE” TO CONTINUE, OTHERWISE TERMINATE.}

In the next 12 months, do you expect to buy or invest in...? (Select one response for each)

	Yes	No	Don’t know/unsure
1: <u>Used</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark			
2: Brand <u>new</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	[CONTINUE]		
3: <u>New</u> sneakers from an online website of a department store			
4: <u>New</u> sneakers from any other online marketplace or retail stores			

(QUESTION 90)

{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4. IF PUNCHES 1, 2 OR 4 SELECTED TERMINATE, OTHERWISE, CONTINUE.}

Do you, or does any member of your household work for any of the following types of companies? (Select all that apply)

- 1: An advertising, public relations or marketing agency or advertising department of a company→ [TERMINATE]
- 2: A market research firm or a marketing research department of a company→ [TERMINATE]
- 3: A TV network or TV station
- 4: An online seller or marketplace offering collectibles or NFTs → [TERMINATE]
- 5: None of these

(QUESTION 100)

{PROGRAMMING NOTE: “I UNDERSTAND AND AGREE TO THE ABOVE INSTRUCTIONS” MUST BE SELECTED TO QUALIFY AND CONTINUE. OTHERWISE, TERMINATE.}

You have qualified to take this survey. Before continuing, please carefully read these instructions: (Select one response)

- Please take the survey in one session without interruption.
- Please maximize your browser and keep it maximized for the survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear glasses or contact lenses when viewing a computer, tablet or smartphone screen, please put them on/in before continuing to the next page.

- 1: I understand and agree to the above instructions
- 2: No, I do not understand and agree to the above instructions {PROGRAMMER, TERMINATE INTERVIEW AND COUNT AS QUALIFYING TERMINATE.}

#103-23022 SNEAKER ONLINE SURVEY B  
MAIN QUESTIONNAIRE

(QUESTION 200)  
PLEASE READ CAREFULLY

First, for each question, if you don't know or don't have an opinion, please don't guess, just indicate that you "don't know" by choosing the "Don't Know" or "Not sure" option or by typing in the words "don't know" or "not sure" and click on "NEXT" at the bottom of the page to go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not to open another browser while working on this survey.

(QUESTION 210)  
A NFT ("non-fungible token") is an ownable digital token offered by an online platform that may be linked to a specific product (such as art, a watch, or sneakers) and can be held, for example, in the online platform (or retailer's) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, and you make a profit. During the rest of this survey, you will be asked about the Vault NFT **on the StockX online marketplace**.

(QUESTION 220)  
**{PROGRAMMING NOTE: BOTH CELLS WILL SEE FIRST THE PRODUCT LINEUP (FILE NAME: TEST & CONTROL LINE UP STIMULI). SHOW FOR 15 SECONDS BEFORE ALLOWING THE RESPONDENT TO CONTINUE.}**  
Shown below are examples of products offered by StockX as NFTs or for personal use. Please review each product and its name before proceeding. Please evaluate these products carefully as you would if you were actually considering them as a NFT.

**{PROGRAMMING: SHOW THE PRODUCT LINEUP (15 SECONDS)}**

Below are some of the products StockX offers on its website

<p>Nike SB Dunk Low Ben &amp; Jerry's Chunky Dunky</p> 	<p>Puma LaMelo Ball MB.01 Rick and Morty</p> 	<p>adidas Forum Low Bad Bunny</p> 	<p>New Balance 990v3 JJJJound Olive</p> 
<p>Swatch x Omega Bioceramic Moonswatch Mission to Earth SO33G100</p> 	<p>Lebron James 2008 Topps #23</p> 	<p>Travis Scott Cactus Jack Fortnite 12" Action Figure Duo Set</p> 	

**(QUESTION 225)**

***{PROGRAMMING NOTE: SHOW THE SINGLE SHOE PAGE (IN CELL 1) (FILE NAME: i225 CELL 1 FRONT) OR THE TOKEN DESCRIPTION PAGE (IN CELL 2) (FILE NAME: i225 CELL 2 FRONT) SHOW FOR 15 SECONDS BEFORE ALLOWING THE RESPONDENT TO CONTINUE.}***

***CELL 1 (TEST) WILL SEE THE FRONT OF THE CHUNKY DUNKY NFT (FILE NAME: I225 CELL 1 FRONT). THE RESPONDENT WILL HAVE THE ABILITY TO CLICK ON THE SMALL THUMBNAIL IMAGE OF THE BACK OF THE NFT (FILE NAME: I225 CELL 1 BACK). ADD INSTRUCTION: TO CLOSE THIS WINDOW, PLEASE CLICK ON THE “X” ON THE TOP RIGHT-HAND SIDE OF THIS PAGE.***

***CELL 2 (CONTROL) WILL SEE THE FRONT OF THE CLAIM TICKET (FILE NAME: I225 CELL 2 (FRONT)). THE RESPONDENT WILL HAVE THE ABILITY TO CLICK ON THE SMALL THUMBNAIL IMAGE OF THE BACK OF THE NFT (FILE NAME: I225 CELL 2 BACK). ADD INSTRUCTION: TO CLOSE THIS WINDOW, PLEASE CLICK ON THE “X” ON THE TOP RIGHT-HAND SIDE OF THIS PAGE.***

**IF CELL 1 QUESTION TEXT SHOULD READ:** Please consider now one of the shoes you just saw that is available for you to buy as a NFT.

Please scroll down to view the entire page.

When you are finished viewing the page, click on the “NEXT” at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

**IF CELL 2 QUESTION TEXT SHOULD READ:** Please consider now the token of one of the shoes you just saw that is available for you to buy as a NFT.

Please scroll down to view the entire page.

When you are finished viewing the page, click on the “NEXT” at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

**(QUESTION 330)**

***{PROGRAMMING NOTE: IF CELL 1, THE CROPPED NIKE SHOE SHOULD REMAIN IN VIEW WHILE THE RESPONDENT ANSWERS QUESTIONS 340-377. THE RESPONDENT WILL HAVE THE ABILITY TO CLICK ON THE SMALL THUMBNAIL IMAGE OF THE BACK OF THE NFT (FILE NAME: CELL 1 CROPPED BACK). ADD INSTRUCTION: TO CLOSE THIS WINDOW, PLEASE CLICK ON THE “X” ON THE TOP RIGHT-HAND SIDE OF THIS PAGE.}***

***{PROGRAMMING NOTE: IF CELL 2, THE CROPPED TOKEN/DESCRIPTION PAGE SHOULD REMAIN IN VIEW WHILE THE RESPONDENT ANSWERS QUESTIONS 340-377. THE RESPONDENT WILL HAVE THE ABILITY TO CLICK ON THE SMALL THUMBNAIL IMAGE OF THE BACK OF THE NFT (FILE NAME: CELL 2 CROPPED BACK). ADD INSTRUCTION: TO CLOSE THIS WINDOW, PLEASE CLICK ON THE “X” ON THE TOP RIGHT-HAND SIDE OF THIS PAGE.}***

**(QUESTION 340)**

**{PROGRAMMING NOTE: ALLOW UP TO 4 RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}**

Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen? **(Record company(ies) or brand(s) on line(s) below.)**

Company/Brand #1\_\_\_\_\_

Company/Brand #2\_\_\_\_\_

Company/Brand #3\_\_\_\_\_

Company/Brand #4\_\_\_\_\_

Don't know/unsure ( )→ **(SKIP TO Q.350)**

**{PROGRAMMING NOTE: ASK Q.345/Q.346 FOR EACH COMPANY/BRAND MENTIONED IN Q.340.}**

**(QUESTION 345)**

What makes you say that [INSERT COMPANY/BRAND MENTIONED AT Q.340] offers the product / NFT shown on the screen? **(Please type your answer below. Please be as specific as you can.)**

Don't know/unsure ( )→ **(SKIP TO Q.350)**

**(QUESTION 346)**

**{PROGRAMMER: Q.346 CAN BE BLANK. IF SO, SKIP TO Q.350.}**

Any other reason? **(Please type your answer below. Please be as specific as you can.)**

**(QUESTION 350)**

**{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}**

Does/do the company(ies) or brand(s) that offer the product / NFT on this page offer other products or services?  
**(Select one response)**

- 1: Yes, it does offer other products or services **(CONTINUE WITH Q.355)**
- 2: No, it does not offer other products or services **(SKIP TO Q.360)**
- 3: Don't know/unsure **(SKIP TO Q.360)**

**(QUESTION 355)**

**{PROGRAMMING NOTE: ALLOW UP TO 4 RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}**

What other products or services does/do the company(ies) or brand(s) that offer the product / NFT on this page offer? **(Record product(s) or service(s) on line(s) below.)**

Product/Service #1\_\_\_\_\_

Product/Service #2\_\_\_\_\_

Product/Service #3\_\_\_\_\_

Product/Service #4\_\_\_\_\_

Don't know/unsure (    )

**(QUESTION 360)**

**{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}**

Does or doesn't the company that makes this offer have a business affiliation or connection with another company or brand? **(Select one response)**

- 1: Yes, it does have a business affiliation or connection with another company or brand **(CONTINUE WITH Q.365)**
- 2: No, it does not have a business affiliation or connection with another company or brand **(SKIP TO Q.370)**
- 3: Don't know/unsure **(SKIP TO Q.370)**

**(QUESTION 365)**

**{PROGRAMMING NOTE: ALLOW UP TO 4 COMPANY/BRAND RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}**

With which other company(ies) or brand(s) does the company that makes this offer have a business affiliation or connection? **(Record name(s) of company(ies)/brand(s) on the line(s) below.)**

Company/Brand #1

Company/Brand #2

Company/Brand #3

Company/Brand #4

Don't know/unsure ( ) → **(SKIP TO Q.370)**

**{PROGRAMMING NOTE: ASK Q.366-Q.367 FOR EACH COMPANY/BRAND MENTIONED IN Q.365.}**

**(QUESTION 366)**

What makes you say **[INSERT COMPANY/BRAND MENTIONED AT Q.365]** has a business affiliation or connection with the company that makes this offer? **(Please type your answer below. Please be as specific as you can.)**

Don't know/unsure ( ) → **(SKIP TO Q.370)**

**(QUESTION 367)**

**{PROGRAMMER: Q.367 CAN BE BLANK. IF SO, SKIP TO Q.370.}**

Any other reason? **(Please type your answer below. Please be as specific as you can.)**

**(QUESTION 370)**

**{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}**

Did or didn't the company that makes this offer receive permission or approval from another company or brand in order to make this offer? **(Select one response)**

- 1: Yes, it did receive permission or approval from another company or brand **(CONTINUE WITH Q.375)**
- 2: No, it did not receive permission or approval from another company or brand **(SKIP TO Q.380)**
- 3: Don't know/unsure **(SKIP TO Q.380)**

**(QUESTION 375)**

**{PROGRAMMING NOTE: ALLOW UP TO 4 COMPANY/BRAND RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}**

From which other company(ies) or brand(s) did the company that makes this offer receive permission or approval from in order to make this offer? **(Record name(s) of company(s)/brand(s) on the line(s) below.)**

Company/Brand #1

Company/Brand #2

Company/Brand #3

Company/Brand #4

Don't know/unsure ( ) → **(SKIP TO Q.380)**

**{PROGRAMMING NOTE: ASK Q.376-Q.377 FOR EACH COMPANY/BRAND MENTIONED IN Q.375.}**

**(QUESTION 376)**

What makes you say that the company that makes this offer received permission or approval from **[INSERT COMPANY/BRAND MENTIONED AT Q.375]**? **(Please type your answer below. Please be as specific as you can.)**

Don't know/unsure ( ) → **(SKIP TO Q.380)**

**(QUESTION 377)**

**{PROGRAMMER: Q.377 CAN BE BLANK. IF SO, SKIP TO Q.380.}**

Any other reason? **(Please type your answer below. Please be as specific as you can.)**

**{PROGRAMMING NOTE: REMOVE STIMULI FROM RESPONDENT VIEW.}**

**(QUESTION 380)**

These are all of our questions. Thank you for completing this survey.



23022 Sneaker Online Survey B  
Screen Shots

Screeener

Please take a few moments to complete our questions.

NEXT

Please click **here** if you are not a robot.

In which of the following states do you live?

(Select one response)

Please select your answer

Please select your answer

Alabama

Alaska

Arizona

Arkansas

California

Colorado

Connecticut

Delaware

District of Columbia

Florida

Georgia

Hawaii

Idaho

Illinois

Indiana

Iowa

Kansas

Kentucky

Louisiana

NEXT

What is your gender?

(Select one response)

- ☐ Male
- ☐ Female
- ☐ Other

NEXT

Which of the following groups listed below includes your age?

(Select one response)

- ☐ Under 18
- ☐ 18-35
- ☐ 36+

NEXT

Which of the following devices are you using right now to take this survey?

(Select one response)

- ☐ Desktop computer
- ☐ Laptop computer
- ☐ Tablet (such as an iPad, Android tablet, etc.)
- ☐ Cell phone (not a smartphone)
- ☐ Smartphone
- ☐ Other mobile device

NEXT



Which, if any, of the following products do you currently own?

(Select all that apply)

- ☐ Suit
- ☐ Hoodie
- ☐ Sneakers
- ☐ Leather jacket
- ☐ None of the above

NEXT

Which, if any, of the following products do you expect to buy in the next 12 months?

(Select all that apply)

- ☐ Suit
- ☐ Hoodie
- ☐ Sneakers
- ☐ Leather jacket
- ☐ None of the above

NEXT

Which, if any, of the following do you expect to do in the next 12 months?

(Select all that apply)

- ☐ Look for investment opportunities
- ☐ Start a new collection
- ☐ Work fewer hours in a typical week
- ☐ Purchase a house or a condominium
- ☐ None of the above

NEXT

Which, if any, of the following investment or collection opportunities will you consider during the next 12 months? If you don't know or are not sure, please indicate that you "Don't know/unsure."

---

(Select all that apply)

---

☐ Investing in the Stock Market (such as buying stocks, bonds, mutual funds)  
A stock market is the aggregation of buyers and sellers of stocks (also called shares), which represent ownership claims on businesses; these may include securities listed on a public stock exchange, as well as stock that is only traded privately.

☐ Investing in NFT ("non-fungible token")  
A NFT ("non-fungible token") is an ownable digital token that is often offered by an online platform and may be linked to a specific product (such as art, a watch, or sneakers). The NFT can be held, for example, in the online platform's (or retailer's) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, you make a profit.

☐ Investing in Real Estate (such as buying land or a condominium for personal or commercial reasons)

☐ Buying Collectibles (such as watches, trading cards, sneakers, luxury handbags, or art)

☐ Investing in Crypto Currency (e.g., buying payment cryptocurrencies such as Bitcoin, tokens or other stablecoins)

☐ Will not make any of these investments

☐ Don't know/unsure

NEXT

In the past two years, have you bought or invested in...?

(Select one response for each)

	Yes	No	Don't know/ unsure
<u>New</u> sneakers from an online website of a department store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Used</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand <u>new</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>New</u> sneakers from any other online marketplace or retail stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT

In the next 12 months, do you expect to buy or invest in...?

(Select one response for each)

	Yes	No	Don't know/ unsure
New sneakers from an online website of a department store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand new products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New sneakers from any other online marketplace or retail stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT

Do you, or does any member of your household work for any of the following types of companies?

(Select all that apply)

- ☐ A TV network or TV station
- ☐ An online seller or marketplace offering collectibles or NFTs
- ☐ An advertising, public relations or marketing agency or advertising department of a company
- ☐ A market research firm or a marketing research department of a company
- ☐ None of these

NEXT

You have qualified to take this survey. Before continuing, please carefully read these instructions:

- Please take the survey in one session without interruption.
- Please maximize your browser and keep it maximized for the survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear glasses or contact lenses when viewing a computer, tablet or smartphone screen, please put them on/in before continuing to the next page.

---

**(Select one response)**

---

- ☐ I understand and agree to the above instructions
- ☐ No, I do not understand and agree to the above instructions

NEXT



Main Questionnaire  
Test: Nike Shoe

First, for each question, if you don't know or don't have an opinion, please don't guess, just indicate that you "don't know" by choosing the "Don't Know" or "Not sure" option or by typing in the words "don't know" or "not sure" and click on "NEXT" at the bottom of the page to go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not to open another browser while working on this survey.

NEXT

A NFT ("non-fungible token") is an ownable digital token offered by an online platform that may be linked to a specific product (such as art, a watch, or sneakers) and can be held, for example, in the online platform (or retailer's) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, and you make a profit. During the rest of this survey, you will be asked about the Vault NFT **on the StockX online marketplace**.

NEXT

Shown below are examples of products offered by StockX as NFTs or for personal use. Please review each product and its name before proceeding. Please evaluate these products carefully as you would if you were actually considering them as a NFT.

## Below are some of the products StockX offers on its website

**Nike SB Dunk Low**  
Ben & Jerry's Chunky Dunky



**Puma LaMelo Ball MB.01**  
Rick and Morty



**adidas Forum Low**  
Bad Bunny



**New Balance 990v3**  
JJJound Olive



**Swatch x Omega Bioceramic**  
Moonswatch Mission to Earth  
SO33G100



**Lebron James 2008 Topps**  
#23



**Travis Scott Cactus Jack Fortnite**  
12" Action Figure Duo Set



Please consider now one of the shoes you just saw that is available for you to buy as a NFT.

Please scroll down to view the entire page.

When you are finished viewing the page, click on the 'NEXT' at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

**StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10**

A StockX token representing ownership of a physical pair.

 NFT  StockX Verified Edition of 3



Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:  
**\$200**







View Asks

View Bids

View Sales



### Related Products

 <p>StockX Vault NFT Nike Dunk Low Retro White Black - US ...</p> <p>Lowest Ask</p> <p><b>\$295</b></p> <p>Last Sale: \$184</p>	 <p>StockX Vault NFT Nike Dunk Low Off-White Lot 50 - US M...</p> <p>Lowest Ask</p> <p><b>\$8,500</b></p> <p>Last Sale: \$7,500</p>	 <p>StockX Vault NFT KAWS Sacai Nike Blazer Low Blue - US M...</p> <p>Lowest Ask</p> <p><b>\$188</b></p> <p>Last Sale: \$130</p>	 <p>StockX Vault NFT New Balance 990v3 JJJJound...</p> <p>Lowest Ask</p> <p><b>\$400</b></p> <p>Last Sale: \$340</p>	 <p>StockX Vault NFT Trae Young 2018 Panini Prizm Rookie #7...</p> <p>Lowest Ask</p> <p><b>\$145</b></p> <p>Last Sale: \$96</p>	 <p>StockX Vault LaMelo Ball</p> <p>Lowest Ask</p> <p><b>\$299</b></p> <p>Last Sale: \$</p>
--	--	--	---	--	--

### Product Description

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

A piece of sneaker collab history, the Nike SB Dunk Low Ben & Jerry's Chunky Dunky is now a part of StockX's Vault NFT experience. Drawing inspiration from Ben & Jerry's colorful ice cream pint packaging, this release goes beyond a simple new colorway and features unique detailing that had never been used before on the Dunk Low silhouette. This Nike SB Dunk Low is composed of a cloudy blue sky and green meadow leather upper with faux cowhide on the overlays and tongues. Yellow Swooshes on the side resemble melting ice cream with leather protruding the standard pattern in a drip-like fashion. Tie-dye interiors, Ben & Jerry's style Nike branding on the heel tab, and a white and green sole completes the design. These sneakers released in May of 2020 and retailed for \$100 USD.

For storing this card with StockX Vault, you may be granted exclusive access to StockX benefits.

To see this NFT on the blockchain, click here. You can learn more about NFTs on StockX here.

#### The Fine Print:

- The Vault NFT is not affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike name(s), use and trademark(s) used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit [www.nike.com](http://www.nike.com).
- If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found [here](#).
- Minted on Ethereum blockchain.

NEXT

StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.



NFT StockX Verified Edition of 3



Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:

\$200

View Asks

View Bids

View Sales

Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen?

(Record company(ies) or brand(s) on line(s) below.)

Company/Brand #1

Company/Brand #2

Company/Brand #3

Company/Brand #4

☐ Don't know/unsure

NEXT

## StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.



NFT StockX Verified Edition of 3



Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:

\$200

[View Asks](#)

[View Bids](#)

[View Sales](#)

What makes you say that **TEXT HERE** offers the product / NFT shown on the screen?

(Please type your answer below. Please be as specific as you can.)

☐ Don't know/unsure

NEXT



### StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.



NFT StockX Verified Edition of 3



Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:

\$200

[View Asks](#)

[View Bids](#)

[View Sales](#)

Any other reason?

(Please type your answer below. Please be as specific as you can.)

NEXT

### StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.



NFT StockX Verified Edition of 3



Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:

\$200

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[View Sales](#)

Does/do the company(ies) or brand(s) that offer the product / NFT on this page offer other products or services?

(Select one response)

- ☐ Yes, it does offer other products or services
- ☐ No, it does not offer other products or services
- ☐ Don't know/unsure

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Product/Service #1

Product/Service #2

Product/Service #3

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Does or doesn't the company that makes this offer have a business affiliation or connection with another company or brand?

(Select one response)

- ☐ Yes, it does have a business affiliation or connection with another company or brand
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Did or didn't the company that makes this offer receive permission or approval from another company or brand in order to make this offer?

(Select one response)

- ☐ Yes, it did receive permission or approval from another company or brand
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From which other company(ies) or brand(s) did the company that makes this offer receive permission or approval from in order to make this offer?

(Record name(s) of company(ies)/brand(s) on the line(s) below.)

Company/Brand #1   
 Company/Brand #2   
 Company/Brand #3   
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Any other reason?

(Please type your answer below. Please be as specific as you can.)

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These are all of our questions. Thank you for completing this survey.

NEXT

Main Questionnaire  
Control: Token

First, for each question, if you don't know or don't have an opinion, please don't guess, just indicate that you "don't know" by choosing the "Don't Know" or "Not sure" option or by typing in the words "don't know" or "not sure" and click on "NEXT" at the bottom of the page to go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not to open another browser while working on this survey.

NEXT

A NFT ("non-fungible token") is an ownable digital token offered by an online platform that may be linked to a specific product (such as art, a watch, or sneakers) and can be held, for example, in the online platform (or retailer's) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, and you make a profit. During the rest of this survey, you will be asked about the Vault NFT **on the StockX online marketplace**.

NEXT

Shown below are examples of products offered by StockX as NFTs or for personal use. Please review each product and its name before proceeding. Please evaluate these products carefully as you would if you were actually considering them as a NFT.

## Below are some of the products StockX offers on its website

**Nike SB Dunk Low**  
Ben & Jerry's Chunky Dunky



**Puma LaMelo Ball MB.01**  
Rick and Morty



**adidas Forum Low**  
Bad Bunny



**New Balance 990v3**  
JJJJound Olive



**Swatch x Omega Bioceramic**  
Moonswatch Mission to Earth  
SO33G100



**Lebron James 2008 Topps**  
#23



**Travis Scott Cactus Jack Fortnite**  
12" Action Figure Duo Set



Please consider now the token of one of the shoes you just saw that is available for you to buy as a NFT.

Please scroll down to view the entire page.

When you are finished viewing the page, click on the 'NEXT' at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

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### Related Products

 <p>StockX Vault NFT Nike Dunk Low Retro White Black - US ...</p> <p>Lowest Ask</p> <p><b>\$295</b></p> <p>Last Sale: \$184</p>	 <p>StockX Vault NFT Nike Dunk Low Off-White Lot 50 - US M...</p> <p>Lowest Ask</p> <p><b>\$8,500</b></p> <p>Last Sale: \$7,500</p>	 <p>StockX Vault NFT KAWS Sacai Nike Blazer Low Blue - US M...</p> <p>Lowest Ask</p> <p><b>\$188</b></p> <p>Last Sale: \$130</p>	 <p>StockX Vault NFT New Balance 990v3 JJJJound...</p> <p>Lowest Ask</p> <p><b>\$400</b></p> <p>Last Sale: \$340</p>	 <p>StockX Vault NFT Trae Young 2018 Panini Prizm Rookie #7...</p> <p>Lowest Ask</p> <p><b>\$145</b></p> <p>Last Sale: \$96</p>	 <p>StockX Vault LaMelo Ball</p> <p>Lowest Ask</p> <p><b>\$299</b></p> <p>Last Sale: \$</p>
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For storing this card with StockX Vault, you may be granted exclusive access to StockX benefits.

To see this NFT on the blockchain, click here. You can learn more about NFTs on StockX here.

#### The Fine Print:

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- If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found [here](#).
- Minted on Ethereum blockchain.

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**StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10**

A StockX token representing ownership of a physical pair.


● NFT StockX Verified Edition of 3


Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:  
**\$200**

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Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen?

(Record company(ies) or brand(s) on line(s) below.)

Company/Brand #1 Company/Brand #2 Company/Brand #3 Company/Brand #4 ☐ Don't know/unsure

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**\$200****View Asks****View Bids****View Sales**What makes you say that **TEXT HERE** offers the product / NFT shown on the screen?**(Please type your answer below. Please be as specific as you can.)**☐ Don't know/unsure**NEXT**

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Any other reason?

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Does/do the company(ies) or brand(s) that offer the product / NFT on this page offer other products or services?

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(Select one response)

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SO33G100



**Lebron James 2008 Topps**  
#23



**Travis Scott Cactus Jack Fortnite**  
12" Action Figure Duo Set





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Related Products

 <div>StockX Vault NFT Nike Dunk Low Retro White Black - US M 10</div> <div>Lowest Ask</div> <div>\$295</div> <div>Last Sale: \$184</div>	 <div>StockX Vault NFT Nike Dunk Low Off-White Lot 50 - US M 10</div> <div>Lowest Ask</div> <div>\$8,500</div> <div>Last Sale: \$7,500</div>	 <div>StockX Vault NFT KAWS Sacai Nike Blazer Low Blue - US M 10</div> <div>Lowest Ask</div> <div>\$188</div> <div>Last Sale: \$130</div>	 <div>StockX Vault NFT New Balance 990v3 JJJJound</div> <div>Lowest Ask</div> <div>\$400</div> <div>Last Sale: \$340</div>	 <div>StockX Vault NFT Trae Young 2018 Panini Prizm Rookie #7</div> <div>Lowest Ask</div> <div>\$145</div> <div>Last Sale: \$96</div>	 <div>StockX Vault LaMelo Ball</div> <div>Lowest Ask</div> <div>\$299</div> <div>Last Sale: \$</div>
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For storing this card with StockX Vault, you may be granted exclusive access to StockX benefits.

To see this NFT on the blockchain, click here. You can learn more about NFTs on StockX here.

The Fine Print:

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NFT StockX Verified Edition of 3



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Related Products

- 

StockX Vault NFT Nike Dunk Low Retro White Black - US M 10

Lowest Ask


**\$295**

Last Sale: \$184
- 

StockX Vault NFT Nike Dunk Low Off-White Lot 50 - US M 10

Lowest Ask


**\$8,500**

Last Sale: \$7,500
- 

StockX Vault NFT KAWS Sacai Nike Blazer Low Blue - US M 10

Lowest Ask


**\$188**

Last Sale: \$130
- 

StockX Vault NFT New Balance 990v3 JJJJound

Lowest Ask


**\$400**

Last Sale: \$340
- 

StockX Vault NFT Trae Young 2018 Panini Prizm Rookie #7

Lowest Ask

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Last Sale: \$96
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Lowest Ask

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Last Sale: \$

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Lowest Ask \$295	Lowest Ask \$8,500	Lowest Ask \$188	Lowest Ask \$400	Lowest Ask \$145	Lowest Ask \$299
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- Minted on Ethereum blockchain.

StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.

 NFT  StockX Verified Edition of 3



Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:  
**\$200**







View Asks

View Bids

View Sales



Related Products

 <div>StockX Vault NFT Nike Dunk Low Retro White Black - US M 10</div> <div>Lowest Ask</div> <div><b>\$295</b></div> <div>Last Sale: \$184</div>	 <div>StockX Vault NFT Nike Dunk Low Off-White Lot 50 - US M 10</div> <div>Lowest Ask</div> <div><b>\$8,500</b></div> <div>Last Sale: \$7,500</div>	 <div>StockX Vault NFT KAWS Sacai Nike Blazer Low Blue - US M 10</div> <div>Lowest Ask</div> <div><b>\$188</b></div> <div>Last Sale: \$130</div>	 <div>StockX Vault NFT New Balance 990v3 JJJJound - US M 10</div> <div>Lowest Ask</div> <div><b>\$400</b></div> <div>Last Sale: \$340</div>	 <div>StockX Vault NFT Trae Young 2018 Panini Prizm Rookie #7 - US M 10</div> <div>Lowest Ask</div> <div><b>\$145</b></div> <div>Last Sale: \$96</div>	 <div>StockX Vault LaMelo Ball 1 - US M 10</div> <div>Lowest Ask</div> <div><b>\$299</b></div> <div>Last Sale: \$200</div>
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Product Description

This StockX Vault NFT represents and tracks proof of ownership of the actual sneaker stored within our StockX Vault, which has been verified via StockX's authentication process.

A piece of sneaker collab history, the Nike SB Dunk Low Ben & Jerry's Chunky Dunky is now a part of StockX's Vault NFT experience. Drawing inspiration from Ben & Jerry's colorful ice cream pint packaging, this release goes beyond a simple new colorway and features unique detailing that had never been used before on the Dunk Low silhouette. This Nike SB Dunk Low is composed of a cloudy blue sky and green meadow leather upper with faux cowhide on the overlays and tongues. Yellow Swooshes on the side resemble melting ice cream with leather protruding the standard pattern in a drip-like fashion. Tie-dye interiors, Ben & Jerry's style Nike branding on the heel tab, and a white and green sole completes the design. These sneakers released in May of 2020 and retailed for \$100 USD.

For storing this card with StockX Vault, you may be granted exclusive access to StockX benefits.

To see this NFT on the blockchain, [click here](#). You can learn more about NFTs on StockX [here](#).

- The Fine Print:
- The Vault NFT is not affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. Any Nike name(s), use and trademark(s) used in the Vault NFT are all the property of Nike and are used in the Vault NFT solely to refer to the physical product to which the Vault NFT corresponds. For more information on official Nike products, please visit [www.nike.com](http://www.nike.com).
  - If the physical item associated with this Vault NFT is redeemed by the owner, it is removed from the StockX Vault and shipped to the owner. StockX will then remove the Vault NFT from the owner's Portfolio and from circulation (i.e., "burn" the Vault NFT). Owners can request to withdraw the physical item from the StockX Vault by filling out the Vault Redemption Form, which can be found [here](#).
  - Minted on Ethereum blockchain.



# StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.



NFT StockX Verified Edition of 3

How It Works:

- Buy A StockX Vault NFT
- All NFTs go to your StockX Portfolio and are tradable immediately
- Sell your NFT on StockX
- Or redeem it for the real pair stored in our vault

The purpose of the NFT is solely to track the ownership of and transactions in connection with the associated product. The NFT does not independently authenticate the associated product, nor is it affiliated or associated with, sponsored by, or officially connected to Nike or any of its subsidiaries or affiliates. For more information on official Nike products, please visit Nike.com.



Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:  
**\$200**

View Asks

View Bids

View Sales



StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.



NFT **StockX Verified** Edition of 3



Place Bid

Sell for \$1,255 or Ask for More →

Last Sale:  
**\$200**

View Asks

View Bids

View Sales





**#103-23012 SNEAKER ONLINE SURVEY**

**SPECS**

Two cells: 205 each, 410 in total.

Cell 1: Test  
Cell 2: Control

100% Nationwide - IN TOTAL: 18% NORTHEAST, 22% MIDWEST, 37% SOUTH, AND 23% WEST  
GENDER – 40% Female, 60% Male  
AGE – WITHIN GENDER – 50% 18-35 AND 50% 36+

MUST MATCH STATE Q.20, GENDER Q.30 & AGE Q.40 TO PANEL DATA IN REAL TIME. IF ANY OF THE 3 RESPONSES DO **NOT** MATCH THE PANEL DATA, THE PERSON WILL BE COUNTED AS A TERMINATE ON THE PORTAL REPORT FOR THE FIRST QUESTION THEY DO NOT MATCH WITH.

**#103-23012 SNEAKER ONLINE SURVEY**

**SCREENER**

**(QUESTION 10)**

Please take a few moments to complete our questions.

**(QUESTION 15)**

***{PROGRAMMER: IF RESPONDENT DOES NOT CLICK ON THE WORD “HERE”, TERMINATE. CLICKING ON THE WORD “HERE” WILL ADVANCE THE RESPONDENT TO THE NEXT QUESTION.}***

Please click **here** if you are not a robot.

**(QUESTION 20)**

***{PROGRAMMER: MATCH STATE BACK TO PANEL DATA; IF DOES NOT MATCH, TERMINATE. IN TOTAL: 18% NORTHEAST, 22% MIDWEST, 37% SOUTH, AND 23% WEST.}***

In which of the following states do you live? [INSERT DROP DOWN LIST] (Select one response)

**(QUESTION 30)**

***{PROGRAMMER: MATCH GENDER BACK TO PANEL DATA; IF IT DOES NOT MATCH, TERMINATE. 60% MALE, 40% FEMALE. DO NOT TERMINATE IF OTHER IS SELECTED.}***

What is your gender? (Select one response)

- 1: Male [60%]
- 2: Female [40%]
- 3: Other [CONTINUE]

**(QUESTION 40)**

***{PROGRAMMER: MATCH AGE BACK TO PANEL DATA; IF IT DOES NOT MATCH, TERMINATE. 50% 18-35, 50% 36+.}***

Which of the following groups listed below includes your age? (Select one response)

- 1: Under 18 [TERMINATE]
- 2: 18-35 [50%]
- 3: 36+ [50%]

**(QUESTION 50)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-5. ALLOW UP TO 50% TO USE SMARTPHONES.}**

Which of the following devices are you using right now to take this survey? **(Select one response)**

- 1: Desktop computer → **[SKIP TO Q.60]**
- 2: Laptop computer → **[SKIP TO Q.60]**
- 3: Tablet (such as an iPad, Android tablet, etc.) → **[SKIP TO Q.60]**
- 4: Cell phone (not a smartphone) → **[ASK Q.55]**
- 5: Smartphone → **[SKIP TO Q.60]**
- 6: Other mobile device → **[ASK Q.55]**

**(QUESTION 55)**

This survey may not be compatible with cell phones, or other mobile devices, so please use your desktop computer, laptop computer, tablet, or smartphone to complete this survey. To complete this survey, please re-try your invitation link using your desktop computer, laptop computer, tablet, or smartphone. **{TERMINATE INTERVIEW.}**

**(QUESTION 60)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4.}**

Which, if any, of the following products do you currently own? **(Select *all that apply*)**

- 1: Sneakers [QUALIFY]
- 2: Leather jacket
- 3: Suit
- 4: Hoodie
- 5: None of the above [Single response]

**(QUESTION 65)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4.}**

Which, if any, of the following products do you expect to buy in the next 12 months? **(Select *all that apply*)**

- 1: Sneakers [QUALIFY]
- 2: Leather jacket
- 3: Suit
- 4: Hoodie
- 5: None of the above [Single response]

**{PROGRAMMING NOTE: MUST SELECT PUNCH 1 “SNEAKERS” AT Q.60 OR Q.65 TO CONTINUE, OTHERWISE TERMINATE.}**

**(QUESTION 70)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4. MUST SELECT PUNCH 3 “LOOK FOR INVESTMENT OPPORTUNITIES” OR PUNCH 4 “START A NEW COLLECTION” TO CONTINUE, OTHERWISE TERMINATE.}**

Which, if any, of the following do you expect to do in the next 12 months? *(Select all that apply)*

- 1: Work fewer hours in a typical week
- 2: Purchase a house or a condominium
- 3: Look for investment opportunities→ **[CONTINUE]**
- 4: Start a new collection→ **[CONTINUE]**
- 5: None of the above [Single response]

**(QUESTION 75)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-5. RANDOMIZE PUNCH 3 OPTIONS. MUST SELECT PUNCH 2 “INVESTING IN NFT” OR PUNCH 3 “BUYING COLLECTIBLES” OR PUNCH 5 “CRYPTO CURRENCY” TO CONTINUE, OTHERWISE TERMINATE.}**

Which, if any, of the following investment or collection opportunities will you consider during the next 12 months? If you don’t know or are not sure, please indicate that you “Don’t know/unsure.” *(Select all that apply)*

- 1: Investing in the Stock Market (such as buying stocks, bonds, mutual funds)  
A stock market is the aggregation of buyers and sellers of stocks (also called shares), which represent ownership claims on businesses; these may include securities listed on a public stock exchange, as well as stock that is only traded privately.
- 2: Investing in NFT (“non-fungible token”) → **[CONTINUE]**  
A NFT (“non-fungible token”) is an ownable digital token that is often offered by an online platform and may be linked to a specific product (such as art, a watch, or sneakers). The NFT can be held, for example, in the online platform's (or retailer’s) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, you make a profit.
- 3: Buying Collectibles (such as watches, trading cards, luxury handbags, sneakers or art) → **[CONTINUE]**
- 4: Investing in Real Estate (such as buying land or a condominium for personal or commercial reasons)
- 5: Investing in Crypto Currency (e.g., buying payment cryptocurrencies such as Bitcoin, tokens or other stablecoins) → **[CONTINUE]**
- 6: Will not make any of these investments
- 7: Don’t know/unsure [Single response]

**(QUESTION 80)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-3. PUNCH 4 SHOULD ALWAYS BE SHOWN LAST. MUST SELECT “YES” TO PUNCH 2 “BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE” TO CONTINUE, OTHERWISE TERMINATE.}**

In the past two years, have you bought or invested in...? *(Select one response for each)*

	Yes	No	Don’t know/unsure
1: <u>Used</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark			
2: Brand <u>new</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<b>[CONTINUE]</b>		
3: <u>New</u> sneakers from an online website of a department store			
4: <u>New</u> sneakers from any other online marketplace or retail stores			

QUESTION 85)

{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-3 IN THE SAME ORDER AS Q.80. PUNCH 4 SHOULD ALWAYS BE SHOWN LAST. MUST SELECT “YES” TO PUNCH 2 “BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE” TO CONTINUE, OTHERWISE TERMINATE.}

In the next 12 months, do you expect to buy or invest in...? (Select one response for each)

	Yes	No	Don’t know/unsure
1: <u>Used</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark			
2: Brand <u>new</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	[CONTINUE]		
3: <u>New</u> sneakers from an online website of a department store			
4: <u>New</u> sneakers from any other online marketplace or retail stores			

(QUESTION 90)

{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4. IF PUNCHES 1, 2 OR 4 SELECTED TERMINATE, OTHERWISE, CONTINUE.}

Do you, or does any member of your household work for any of the following types of companies? (Select all that apply)

- 1: An advertising, public relations or marketing agency or advertising department of a company→ [TERMINATE]
- 2: A market research firm or a marketing research department of a company→ [TERMINATE]
- 3: A TV network or TV station
- 4: An online seller or marketplace offering collectibles or NFTs → [TERMINATE]
- 5: None of these

(QUESTION 100)

{PROGRAMMING NOTE: “I UNDERSTAND AND AGREE TO THE ABOVE INSTRUCTIONS” MUST BE SELECTED TO QUALIFY AND CONTINUE. OTHERWISE, TERMINATE.}

You have qualified to take this survey. Before continuing, please carefully read these instructions: (Select one response)

- Please take the survey in one session without interruption.
- Please maximize your browser and keep it maximized for the survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear glasses or contact lenses when viewing a computer, tablet or smartphone screen, please put them on/in before continuing to the next page.

- 1: I understand and agree to the above instructions
- 2: No, I do not understand and agree to the above instructions {PROGRAMMER, TERMINATE INTERVIEW AND COUNT AS QUALIFYING TERMINATE.}

#103-23012 SNEAKER ONLINE SURVEY  
MAIN QUESTIONNAIRE

(QUESTION 200)  
PLEASE READ CAREFULLY

First, for each question, if you don't know or don't have an opinion, please don't guess, just indicate that you "don't know" by choosing the "Don't Know" or "Not sure" option or by typing in the words "don't know" or "not sure" and click on "NEXT" at the bottom of the page to go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not to open another browser while working on this survey.

(QUESTION 210)  
A NFT ("non-fungible token") is an ownable digital token offered by an online platform that may be linked to a specific product (such as art, a watch, or sneakers) and can be held, for example, in the online platform (or retailer's) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, and you make a profit. During the rest of this survey, you will be asked about the Vault NFT **on the StockX online marketplace**.

(QUESTION 220)  
{PROGRAMMING NOTE: BOTH CELLS WILL SEE FIRST THE PRODUCT LINEUP. SHOW FOR 15 SECONDS BEFORE ALLOWING THE RESPONDENT TO CONTINUE.}  
Shown below are examples of products offered by StockX as NFTs or for personal use. Please review each product and its name before proceeding. Please evaluate these products carefully as you would if you were actually considering them as a NFT.

{PROGRAMMING: SHOW THE PRODUCT LINEUP (15 SECONDS)}

Below are some of the products StockX offers on its website



**(QUESTION 225)**

***{PROGRAMMING NOTE: SHOW THE SINGLE SHOE PAGE (IN CELL 1) OR THE TOKEN DESCRIPTION PAGE (IN CELL 2) SHOW FOR 10 SECONDS BEFORE ALLOWING THE RESPONDENT TO CONTINUE.}***

**IF CELL 1 QUESTION TEXT SHOULD READ:** Please consider now one of the shoes you just saw that is available for you to buy as a NFT.

Please scroll down to view the entire page.  
When you are finished viewing the page, click on the “NEXT” at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

**IF CELL 2 QUESTION TEXT SHOULD READ:** Please consider now the token of one of the shoes you just saw that is available for you to buy as a NFT.

Please scroll down to view the entire page.  
When you are finished viewing the page, click on the “NEXT” at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

**(QUESTION 330)**

***{PROGRAMMING NOTE: IF CELL 1, THE NIKE SHOE SHOULD REMAIN IN VIEW WHILE THE RESPONDENT ANSWERS QUESTIONS 340-377.}***

***{PROGRAMMING NOTE: IF CELL 2, THE TOKEN/DESCRIPTION PAGE SHOULD REMAIN IN VIEW WHILE THE RESPONDENT ANSWERS QUESTIONS 340-377.}***

**(QUESTION 340)**

**{PROGRAMMING NOTE: ALLOW UP TO 4 RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}**

Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen? **(Record company(ies) or brand(s) on line(s) below.)**

Company/Brand #1\_\_\_\_\_

Company/Brand #2\_\_\_\_\_

Company/Brand #3\_\_\_\_\_

Company/Brand #4\_\_\_\_\_

Don't know/unsure ( )→ **(SKIP TO Q.350)**

**{PROGRAMMING NOTE: ASK Q.345/Q.346 FOR EACH COMPANY/BRAND MENTIONED IN Q.340.}**

**(QUESTION 345)**

What makes you say that [INSERT COMPANY/BRAND MENTIONED AT Q.340] offers the product / NFT shown on the screen? **(Please type your answer below. Please be as specific as you can.)**

Don't know/unsure ( )→ **(SKIP TO Q.350)**

**(QUESTION 346)**

**{PROGRAMMER: Q.346 CAN BE BLANK. IF SO, SKIP TO Q.350.}**

Any other reason? **(Please type your answer below. Please be as specific as you can.)**

**(QUESTION 350)**

**{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}**

Does/do the company(ies) or brand(s) that offer the product / NFT on this page offer other products or services?  
**(Select one response)**

- 1: Yes, it does offer other products or services **(CONTINUE WITH Q.355)**
- 2: No, it does not offer other products or services **(SKIP TO Q.360)**
- 3: Don't know/unsure **(SKIP TO Q.360)**

**(QUESTION 355)**

**{PROGRAMMING NOTE: ALLOW UP TO 4 RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}**

What other products or services does/do the company(ies) or brand(s) that offer the product / NFT on this page offer? **(Record product(s) or service(s) on line(s) below.)**

Product/Service #1\_\_\_\_\_

Product/Service #2\_\_\_\_\_

Product/Service #3\_\_\_\_\_

Product/Service #4\_\_\_\_\_

Don't know/unsure (    )



**(QUESTION 360)**

**{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}**

Does or doesn't the company that makes this offer have a business affiliation or connection with another company or brand? **(Select one response)**

- 1: Yes, it does have a business affiliation or connection with another company or brand **(CONTINUE WITH Q.365)**
- 2: No, it does not have a business affiliation or connection with another company or brand **(SKIP TO Q.370)**
- 3: Don't know/unsure **(SKIP TO Q.370)**

**(QUESTION 365)**

**{PROGRAMMING NOTE: ALLOW UP TO 4 COMPANY/BRAND RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}**

With which other company(ies) or brand(s) does the company that makes this offer have a business affiliation or connection? **(Record name(s) of company(ies)/brand(s) on the line(s) below.)**

Company/Brand #1

Company/Brand #2

Company/Brand #3

Company/Brand #4

Don't know/unsure ( ) → **(SKIP TO Q.370)**

**{PROGRAMMING NOTE: ASK Q.366-Q.367 FOR EACH COMPANY/BRAND MENTIONED IN Q.365.}**

**(QUESTION 366)**

What makes you say **[INSERT COMPANY/BRAND MENTIONED AT Q.365]** has a business affiliation or connection with the company that makes this offer? **(Please type your answer below. Please be as specific as you can.)**

Don't know/unsure ( ) → **(SKIP TO Q.370)**

**(QUESTION 367)**

**{PROGRAMMER: Q.367 CAN BE BLANK. IF SO, SKIP TO Q.370.}**

Any other reason? **(Please type your answer below. Please be as specific as you can.)**

**(QUESTION 370)**

**{PROGRAMMING NOTE: ASK EVERYONE. ROTATE PUNCHES 1 & 2.}**

Did or didn't the company that makes this offer receive permission or approval from another company or brand in order to make this offer? **(Select one response)**

- 1: Yes, it did receive permission or approval from another company or brand **(CONTINUE WITH Q.375)**
- 2: No, it did not receive permission or approval from another company or brand **(SKIP TO Q.380)**
- 3: Don't know/unsure **(SKIP TO Q.380)**

**(QUESTION 375)**

**{PROGRAMMING NOTE: ALLOW UP TO 4 COMPANY/BRAND RESPONSES. RECORD ONLY ONE RESPONSE AT A TIME.}**

From which other company(ies) or brand(s) did the company that makes this offer receive permission or approval from in order to make this offer? **(Record name(s) of company(s)/brand(s) on the line(s) below.)**

Company/Brand #1 \_\_\_\_\_

Company/Brand #2 \_\_\_\_\_

Company/Brand #3 \_\_\_\_\_

Company/Brand #4 \_\_\_\_\_

Don't know/unsure ( ) → **(SKIP TO Q.380)**

**{PROGRAMMING NOTE: ASK Q.376-Q.377 FOR EACH COMPANY/BRAND MENTIONED IN Q.375.}**

**(QUESTION 376)**

What makes you say that the company that makes this offer received permission or approval from **[INSERT COMPANY/BRAND MENTIONED AT Q.375]**? **(Please type your answer below. Please be as specific as you can.)**

Don't know/unsure ( ) → **(SKIP TO Q.380)**

**(QUESTION 377)**

**{PROGRAMMER: Q.377 CAN BE BLANK. IF SO, SKIP TO Q.380.}**

Any other reason? **(Please type your answer below. Please be as specific as you can.)**

**{PROGRAMMING NOTE: REMOVE STIMULI FROM RESPONDENT VIEW.}**

**(QUESTION 380)**

These are all of our questions. Thank you for completing this survey.

23012 Sneaker Online Survey  
Screen Shots

Screeener

Please take a few moments to complete our questions.

NEXT

Please click **here** if you are not a robot.

In which of the following states do you live?

(Select one response)

Please select your answer ▼

Please select your answer ▲

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana

NEXT

What is your gender?

(Select one response)

- ☐ Male
- ☐ Female
- ☐ Other

NEXT



Which of the following groups listed below includes your age?

(Select one response)

- ☐ Under 18
- ☐ 18-35
- ☐ 36+

NEXT

Which of the following devices are you using right now to take this survey?

(Select one response)

- ☐ Desktop computer
- ☐ Laptop computer
- ☐ Tablet (such as an iPad, Android tablet, etc.)
- ☐ Cell phone (not a smartphone)
- ☐ Smartphone
- ☐ Other mobile device

NEXT

Which, if any, of the following products do you currently own?

(Select all that apply)

- ☐ Suit
- ☐ Hoodie
- ☐ Sneakers
- ☐ Leather jacket
- ☐ None of the above

NEXT

Which, if any, of the following products do you expect to buy in the next 12 months?

(Select all that apply)

- ☐ Suit
- ☐ Hoodie
- ☐ Sneakers
- ☐ Leather jacket
- ☐ None of the above

NEXT

Which, if any, of the following do you expect to do in the next 12 months?

(Select all that apply)

- ☐ Look for investment opportunities
- ☐ Start a new collection
- ☐ Work fewer hours in a typical week
- ☐ Purchase a house or a condominium
- ☐ None of the above

NEXT

Which, if any, of the following investment or collection opportunities will you consider during the next 12 months? If you don't know or are not sure, please indicate that you "Don't know/unsure."

(Select all that apply)

☐ Investing in the Stock Market (such as buying stocks, bonds, mutual funds)

A stock market is the aggregation of buyers and sellers of stocks (also called shares), which represent ownership claims on businesses; these may include securities listed on a public stock exchange, as well as stock that is only traded privately.

☐ Investing in NFT ("non-fungible token")

A NFT ("non-fungible token") is an ownable digital token that is often offered by an online platform and may be linked to a specific product (such as art, a watch, or sneakers). The NFT can be held, for example, in the online platform's (or retailer's) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, you make a profit.

☐ Investing in Real Estate (such as buying land or a condominium for personal or commercial reasons)

☐ Buying Collectibles (such as watches, trading cards, sneakers, luxury handbags, or art)

☐ Investing in Crypto Currency (e.g., buying payment cryptocurrencies such as Bitcoin, tokens or other stablecoins)

☐ Will not make any of these investments

☐ Don't know/unsure

NEXT

In the past two years, have you bought or invested in...?

(Select one response for each)

	Yes	No	Don't know/ unsure
<u>New</u> sneakers from an online website of a department store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Used</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand <u>new</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>New</u> sneakers from any other online marketplace or retail stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT

In the next 12 months, do you expect to buy or invest in...?

(Select one response for each)

	Yes	No	Don't know/ unsure
<u>New</u> sneakers from an online website of a department store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Used</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand <u>new</u> products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>New</u> sneakers from any other online marketplace or retail stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT



Do you, or does any member of your household work for any of the following types of companies?

(Select all that apply)

- ☐ A TV network or TV station
- ☐ An online seller or marketplace offering collectibles or NFTs
- ☐ An advertising, public relations or marketing agency or advertising department of a company
- ☐ A market research firm or a marketing research department of a company
- ☐ None of these

NEXT

You have qualified to take this survey. Before continuing, please carefully read these instructions:

- Please take the survey in one session without interruption.
- Please maximize your browser and keep it maximized for the survey.
- While taking the survey, please do not consult any other websites or other electronic or written materials.
- Please answer all questions on your own without consulting any other person.
- If you normally wear glasses or contact lenses when viewing a computer, tablet or smartphone screen, please put them on/in before continuing to the next page.

---

(Select one response)

---

- ☐ I understand and agree to the above instructions
- ☐ No, I do not understand and agree to the above instructions

NEXT

Main Questionnaire  
Test: Nike Shoe

First, for each question, if you don't know or don't have an opinion, please don't guess, just indicate that you "don't know" by choosing the "Don't Know" or "Not sure" option or by typing in the words "don't know" or "not sure" and click on "NEXT" at the bottom of the page to go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not to open another browser while working on this survey.

NEXT

A NFT (“non-fungible token”) is an ownable digital token offered by an online platform that may be linked to a specific product (such as art, a watch, or sneakers) and can be held, for example, in the online platform (or retailer’s) secure vault. NFT can be traded, so in case its value goes up and you sell your NFT or token, and you make a profit. During the rest of this survey, you will be asked about the Vault NFT **on the StockX online marketplace**.

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Shown below are examples of products offered by StockX as NFTs or for personal use. Please review each product and its name before proceeding. Please evaluate these products carefully as you would if you were actually considering them as a NFT.

## Below are some of the products StockX offers on its website

**Nike SB Dunk Low**  
Ben & Jerry's Chunky Dunky



**Puma LaMelo Ball MB.01**  
Rick and Morty



**adidas Forum Low**  
Bad Bunny



**New Balance 990v3**  
JJJJound Olive



**Swatch x Omega Bioceramic**  
Moonswatch Mission to Earth  
SO33G100



**Lebron James 2008 Topps**  
#23



**Travis Scott Cactus Jack Fortnite**  
12" Action Figure Duo Set



Please consider now one of the shoes you just saw that is available for you to buy as a NFT.

Please scroll down to view the entire page.

When you are finished viewing the page, click on the "NEXT" at the bottom of the screen to continue.

When you continue to the next screens, you will need to scroll to the bottom of each screen to answer the questions.

## StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.

 NFT  StockX Verified Edition of 3



Place Bid

Last Sale:  
**\$200**

View Asks

View Bids

View Sales



#### Product Description

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Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen?

(Record company(ies) or brand(s) on line(s) below.)

Company/Brand #1

Company/Brand #2

Company/Brand #3

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☐ Don't know/unsure

NEXT



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Does/do the company(ies) or brand(s) that offer the product / NFT on this page offer other products or services?

(Select one response)

- ☐ No, it does not offer other products or services  
☐ Yes, it does offer other products or services  
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Does or doesn't the company that makes this offer have a business affiliation or connection with another company or brand?

(Select one response)

- ☐ No, it does not have a business affiliation or connection with another company or brand  
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With which other company(ies) or brand(s) does the company that makes this offer have a business affiliation or connection?

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Any other reason?

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Did or didn't the company that makes this offer receive permission or approval from another company or brand in order to make this offer?

(Select one response)

- ☐ No, it did not receive permission or approval from another company or brand
- ☐ Yes, it did receive permission or approval from another company or brand
- ☐ Don't know/unsure

NEXT



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From which other company(ies) or brand(s) did the company that makes this offer receive permission or approval from in order to make this offer?

(Record name(s) of company(ies)/brand(s) on the line(s) below.)

Company/Brand #1   
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Any other reason?

(Please type your answer below. Please be as specific as you can.)

[NEXT](#)

These are all of our questions. Thank you for completing this survey.

NEXT

Main Questionnaire  
Control: Token

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## StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.



 NFT **StockX Verified** Edition of 3



Place Bid

Last Sale:

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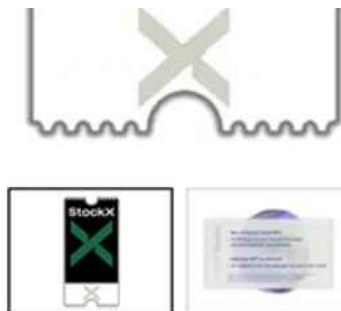
Which company(ies) or brand(s) offer(s) the product / NFT shown on the screen?

(Record company(ies) or brand(s) on line(s) below.)

Company/Brand #1	
Company/Brand #2	
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Company/Brand #4	

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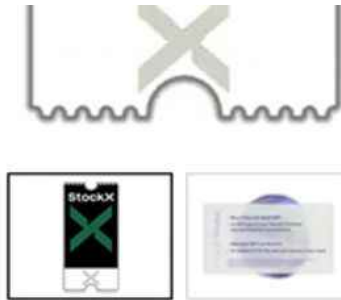
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(Select one response)

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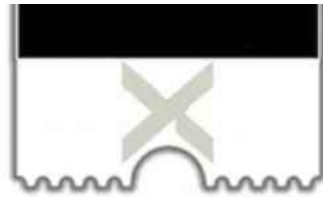
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Product/Service #1	
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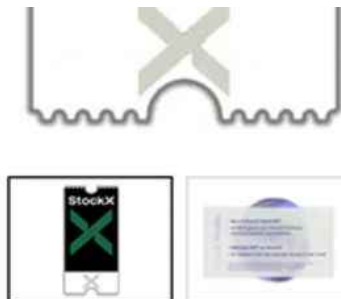
For storing this card with StockX Vault, you may be granted exclusive access to StockX benefits.

Does or doesn't the company that makes this offer have a business affiliation or connection with another company or brand?

(Select one response)

- ☐ Yes, it does have a business affiliation or connection with another company or brand
- ☐ No, it does not have a business affiliation or connection with another company or brand
- ☐ Don't know/unsure

NEXT



### Product Description

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With which other company(ies) or brand(s) does the company that makes this offer have a business affiliation or connection?

(Record name(s) of company(ies)/brand(s) on the line(s) below.)

Company/Brand #1

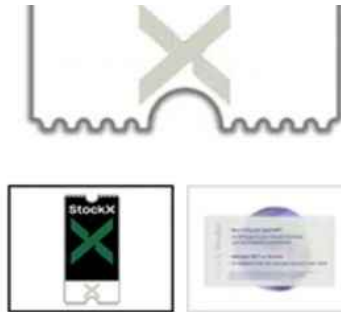
Company/Brand #2

Company/Brand #3

Company/Brand #4

☐ Don't know/unsure

NEXT



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What makes you say **TEXT HERE** has a business affiliation or connection with the company that makes this offer?

(Please type your answer below. Please be as specific as you can.)

☐ Don't know/unsure

NEXT


[View Sales](#)


### Product Description

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Any other reason?

(Please type your answer below. Please be as specific as you can.)

NEXT


[View Sales](#)


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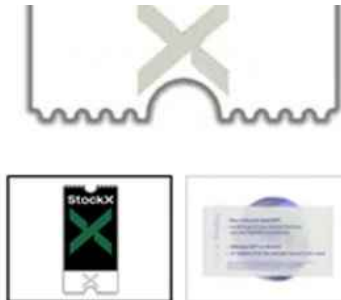
Did or didn't the company that makes this offer receive permission or approval from another company or brand in order to make this offer?

(Select one response)

- ☐ Yes, it did receive permission or approval from another company or brand  
☐ No, it did not receive permission or approval from another company or brand  
☐ Don't know/unsure

NEXT





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From which other company(ies) or brand(s) did the company that makes this offer receive permission or approval from in order to make this offer?

(Record name(s) of company(ies)/brand(s) on the line(s) below.)

Company/Brand #1

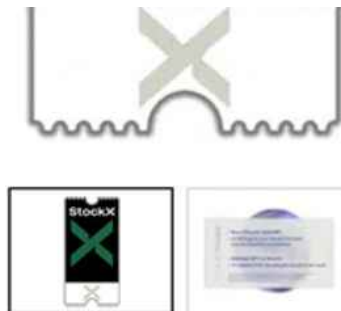
Company/Brand #2

Company/Brand #3

Company/Brand #4

☐ Don't know/unsure

NEXT



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What makes you say that the company that makes this offer received permission or approval from **TEXT HERE?**

(Please type your answer below. Please be as specific as you can.)

☐ Don't know/unsure

NEXT



[View Sales](#)

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Any other reason?

(Please type your answer below. Please be as specific as you can.)

[NEXT](#)

These are all of our questions. Thank you for completing this survey.

NEXT

Below are some of the products StockX offers on its website

**Nike SB Dunk Low**  
Ben & Jerry's Chunky Dunky



**Puma LaMelo Ball MB.01**  
Rick and Morty



**adidas Forum Low**  
Bad Bunny



**New Balance 990v3**  
JJJound Olive



**Swatch x Omega Bioceramic**  
Moonswatch Mission to Earth  
SO33G100



**Lebron James 2008 Topps**  
#23



**Travis Scott Cactus Jack Fortnite**  
12" Action Figure Duo Set



# StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.

 NFT  StockX Verified Edition of 3



Place Bid

Last Sale:

\$200

View Asks

View Bids

View Sales



## Product Description

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# StockX Vault NFT Nike SB Dunk Low Ben & Jerry's Chunky Dunky - US M 10

A StockX token representing ownership of a physical pair.

 NFT **StockX Verified** Edition of 3



Place Bid

Last Sale:

**\$200**

View Asks

View Bids

View Sales



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6 April 2023

Page 1

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Page ----	Table -----	Title -----
1	1	Q.20 REGION/STATE
5	2	Q.30/40 GENDER/AGE
6	3	Q.50 DEVICE USED
7	4	Q.60 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU CURRENTLY OWN?
8	5	Q.65 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?
9	6	Q.60/65 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU CURRENTLY OWN? / WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?
10	7	Q.70 WHICH, IF ANY, OF THE FOLLOWING DO YOU EXPECT TO DO IN THE NEXT 12 MONTHS?
11	8	Q.75 WHICH, IF ANY, OF THE FOLLOWING INVESTMENT OR COLLECTION OPPORTUNITIES WILL YOU CONSIDER DURING THE NEXT 12 MONTHS?
13	9	Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...? SUMMARY OF "YES"
14	10	Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...? SUMMARY OF "NO"
15	11	Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...? SUMMARY OF "DON'T KNOW/UNSURE"
16	12	Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...? SUMMARY OF "YES"
17	13	Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...? SUMMARY OF "NO"
18	14	Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...? SUMMARY OF "DON'T KNOW/UNSURE"
19	15	Q.340 WHICH COMPANY(IES) OR BRAND(S) OFFER(S) THE PRODUCT / NFT SHOWN ON THE SCREEN?
22	16	Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340] OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?
35	17	Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?
46	18	Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?
53	19	Q.350 DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER OTHER PRODUCTS OR SERVICES?

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TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Page ----	Table -----	Title -----
54	20	Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?
58	21	FILTER: Q.340 - NIKE BRAND/COMPANY Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?
62	22	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?
66	23	Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND?
67	24	FILTER: Q.340 - NIKE BRAND/COMPANY Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND?
68	25	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND?
69	26	Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?
72	27	FILTER: Q.340 - NIKE BRAND/COMPANY Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?
75	28	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?
77	29	Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365] HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?
85	30	Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?
90	31	Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?
93	32	FILTER: Q.340 - NIKE BRAND/COMPANY Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365] HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

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TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Page ----	Table -----	Title -----
101	33	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365] HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?
108	34	Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?
109	35	FILTER: Q.340 - NIKE BRAND/COMPANY Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?
110	36	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?
111	37	Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?
113	38	FILTER: Q.340 - NIKE BRAND/COMPANY Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?
116	39	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?
118	40	Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?
126	41	Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?
132	42	Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?
135	43	FILTER: Q.340 - NIKE BRAND/COMPANY Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?
142	44	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?
149	45	Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY
153	46	Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY



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TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Page	Table	Title
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168	47	Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY
181	48	Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 1

## Q.20 REGION/STATE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NORTHEAST (NET)	81 19.7	41 19.6	40 19.7
CONNECTICUT	6 1.5	4 1.9	2 1.0
MAINE	1 0.2	1 0.5	0 0
MASSACHUSETTS	6 1.5	2 1.0	4 2.0
NEW HAMPSHIRE	1 0.2	0 0	1 0.5
RHODE ISLAND	2 0.5	1 0.5	1 0.5
VERMONT	1 0.2	0 0	1 0.5
NEW JERSEY	13 3.2	7 3.3	6 3.0
NEW YORK	30 7.3	15 7.2	15 7.4
PENNSYLVANIA	21 5.1	11 5.3	10 4.9
MIDWEST (NET)	86 20.9	51 24.4	35 17.2
ILLINOIS	31 7.5	17 8.1	14 6.9
INDIANA	4 1.0	1 0.5	3 1.5
MICHIGAN	5 1.2	5 2.4	0 0
OHIO	21 5.1	13 6.2	8 3.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 1

Q.20 REGION/STATE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
WISCONSIN	6 1.5	3 1.4	3 1.5
IOWA	1 0.2	1 0.5	0 0
KANSAS	1 0.2	0 0	1 0.5
MINNESOTA	8 1.9	5 2.4	3 1.5
MISSOURI	6 1.5	4 1.9	2 1.0
NEBRASKA	2 0.5	1 0.5	1 0.5
NORTH DAKOTA	1 0.2	1 0.5	0 0
SOUTH (NET)	146 35.4	70 33.5	76 37.4
DISTRICT OF COLUMBIA	1 0.2	1 0.5	0 0
FLORIDA	32 7.8	15 7.2	17 8.4
GEORGIA	15 3.6	5 2.4	10 4.9
MARYLAND	4 1.0	1 0.5	3 1.5
NORTH CAROLINA	9 2.2	5 2.4	4 2.0
SOUTH CAROLINA	10 2.4	6 2.9	4 2.0
VIRGINIA	8 1.9	5 2.4	3 1.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 1

Q.20 REGION/STATE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
WEST VIRGINIA	2 0.5	1 0.5	1 0.5
ALABAMA	6 1.5	2 1.0	4 2.0
KENTUCKY	7 1.7	4 1.9	3 1.5
MISSISSIPPI	2 0.5	0 0	2 1.0
TENNESSEE	2 0.5	2 1.0	0 0
ARKANSAS	4 1.0	3 1.4	1 0.5
LOUISIANA	10 2.4	3 1.4	7 3.4
OKLAHOMA	5 1.2	3 1.4	2 1.0
TEXAS	29 7.0	14 6.7	15 7.4
WEST (NET)	99 24.0	47 22.5	52 25.6
ARIZONA	11 2.7	6 2.9	5 2.5
COLORADO	7 1.7	2 1.0	5 2.5
IDAHO	2 0.5	2 1.0	0 0
MONTANA	1 0.2	1 0.5	0 0
NEVADA	7 1.7	4 1.9	3 1.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 1

Q.20 REGION/STATE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NEW MEXICO	4 1.0	2 1.0	2 1.0
UTAH	4 1.0	2 1.0	2 1.0
CALIFORNIA	43 10.4	18 8.6	25 12.3
ALASKA	1 0.2	1 0.5	0 0
HAWAII	2 0.5	0 0	2 1.0
OREGON	2 0.5	1 0.5	1 0.5
WASHINGTON	15 3.6	8 3.8	7 3.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 2

Q.30/40 GENDER/AGE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
TOTAL			
18-35	211 51.2	107 51.2	104 51.2
36+	201 48.8	102 48.8	99 48.8
MALES	238 57.8	119 56.9	119 58.6
18-35	126 30.6	63 30.1	63 31.0
36+	112 27.2	56 26.8	56 27.6
FEMALES	171 41.5	87 41.6	84 41.4
18-35	82 19.9	41 19.6	41 20.2
36+	89 21.6	46 22.0	43 21.2
OTHER	3 0.7	3 1.4	0 0
18-35	3 0.7	3 1.4	0 0
36+	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 3

## Q.50 DEVICE USED

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
DESKTOP/LAPTOP COMPUTER/TABLET/ SMARTPHONE (NET)	412 100.0	209 100.0	203 100.0
DESKTOP COMPUTER	82 19.9	49 23.4	33 16.3
LAPTOP COMPUTER	133 32.3	61 29.2	72 35.5
TABLET (SUCH AS AN IPAD, ANDROID TABLET, ETC.)	19 4.6	9 4.3	10 4.9
SMARTPHONE	178 43.2	90 43.1	88 43.3
CELL PHONE (NOT A SMARTPHONE)	0 0	0 0	0 0
OTHER MOBILE DEVICE	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 4

Q.60 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU CURRENTLY OWN?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
SNEAKERS	410 99.5	208 99.5	202 99.5
LEATHER JACKET	295 71.6	148 70.8	147 72.4
SUIT	276 67.0	135 64.6	141 69.5
HOODIE	390 94.7	195 93.3	195 96.1
NONE OF THE ABOVE	0 0	0 0	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 5

Q.65 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
SNEAKERS	381 92.5	195 93.3	186 91.6
LEATHER JACKET	190 46.1	97 46.4	93 45.8
SUIT	194 47.1	101 48.3	93 45.8
HOODIE	329 79.9	165 78.9	164 80.8
NONE OF THE ABOVE	5 1.2	2 1.0	3 1.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 6

Q.60/65 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU CURRENTLY OWN? / WHICH,  
IF ANY, OF THE FOLLOWING PRODUCTS DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
SNEAKERS (NET)	412 100.0	209 100.0	203 100.0
CURRENTLY OWN	410 99.5	208 99.5	202 99.5
EXPECT TO BUY NEXT 12 MONTHS	381 92.5	195 93.3	186 91.6

TARGET RESEARCH GROUP INC.  
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Table 7

Q.70 WHICH, IF ANY, OF THE FOLLOWING DO YOU EXPECT TO DO IN THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
WORK FEWER HOURS IN A TYPICAL WEEK	98 23.8	43 20.6	55 27.1
PURCHASE A HOUSE OR A CONDOMINIUM	113 27.4	49 23.4	64 31.5
LOOK FOR INVESTMENT OPPORTUNITIES/START A NEW COLLECTION (NET)	412 100.0	209 100.0	203 100.0
LOOK FOR INVESTMENT OPPORTUNITIES	331 80.3	167 79.9	164 80.8
START A NEW COLLECTION	273 66.3	136 65.1	137 67.5
NONE OF THE ABOVE	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
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Table 8

Q.75 WHICH, IF ANY, OF THE FOLLOWING INVESTMENT OR COLLECTION OPPORTUNITIES WILL  
YOU CONSIDER DURING THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
INVESTING IN THE STOCK MARKET (SUCH AS BUYING STOCKS, BONDS, MUTUAL FUNDS) A STOCK MARKET IS THE AGGREGATION OF BUYERS AND SELLERS OF STOCKS (ALSO CALLED SHARES), WHICH REPRESENT OWNERSHIP CLAIMS ON BUSINESSES, THESE MAY INCLUDE SECURITIES LISTED ON A PUBLIC STOCK EXCHANGE, AS WELL AS STOCK THAT IS ONLY TRADED PRIVATELY.	272 66.0	135 64.6	137 67.5
INVESTING IN NFT/BUYING COLLECTIBLES/ CRYPTO CURRENCY (NET)	412 100.0	209 100.0	203 100.0
INVESTING IN NFT ("NON-FUNGIBLE TOKEN") A NFT ("NON-FUNGIBLE TOKEN") IS AN OWNABLE DIGITAL TOKEN THAT IS OFTEN OFFERED BY AN ONLINE PLATFORM AND MAY BE LINKED TO A SPECIFIC PRODUCT (SUCH AS ART, A WATCH, OR SNEAKERS). THE NFT CAN BE HELD, FOR EXAMPLE, IN THE ONLINE PLATFORM'S (OR RETAILER'S) SECURE VAULT. NFT CAN BE TRADED, SO IN CASE ITS VALUE GOES UP AND YOU SELL YOUR NFT OR TOKEN, YOU MAKE A PROFIT.	197 47.8	101 48.3	96 47.3
BUYING COLLECTIBLES (SUCH AS WATCHES, TRADING CARDS, LUXURY HANDBAGS, SNEAKERS OR ART)	303 73.5	153 73.2	150 73.9
INVESTING IN CRYPTO CURRENCY (E.G., BUYING PAYMENT CRYPTOCURRENCIES SUCH AS BITCOIN, TOKENS OR OTHER STABLECOINS)	277 67.2	142 67.9	135 66.5
INVESTING IN REAL ESTATE (SUCH AS BUYING LAND OR A CONDOMINIUM FOR PERSONAL OR COMMERCIAL REASONS)	147 35.7	70 33.5	77 37.9
WILL NOT MAKE ANY OF THESE INVESTMENTS	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 8

Q.75 WHICH, IF ANY, OF THE FOLLOWING INVESTMENT OR COLLECTION OPPORTUNITIES WILL  
YOU CONSIDER DURING THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
DON'T KNOW/UNSURE	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
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Table 9

Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...?  
SUMMARY OF "YES"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
"YES"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	304 73.8	155 74.2	149 73.4
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	412 100.0	209 100.0	203 100.0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	369 89.6	186 89.0	183 90.1
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	358 86.9	183 87.6	175 86.2

TARGET RESEARCH GROUP INC.  
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Table 10

Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...?  
SUMMARY OF "NO"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
"NO"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	103 25.0	51 24.4	52 25.6
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	0 0	0 0	0 0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	40 9.7	22 10.5	18 8.9
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	51 12.4	25 12.0	26 12.8

TARGET RESEARCH GROUP INC.  
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Table 11

Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...?  
SUMMARY OF "DON'T KNOW/UNSURE"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
"DON'T KNOW/UNSURE"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	5 1.2	3 1.4	2 1.0
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	0 0	0 0	0 0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	3 0.7	1 0.5	2 1.0
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	3 0.7	1 0.5	2 1.0



TARGET RESEARCH GROUP INC.  
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Table 12

Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...?  
SUMMARY OF "YES"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
"YES"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	299 72.6	148 70.8	151 74.4
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	412 100.0	209 100.0	203 100.0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	365 88.6	188 90.0	177 87.2
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	361 87.6	185 88.5	176 86.7

TARGET RESEARCH GROUP INC.  
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Table 13

Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...?  
SUMMARY OF "NO"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
"NO"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	89 21.6	47 22.5	42 20.7
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	0 0	0 0	0 0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	26 6.3	13 6.2	13 6.4
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	32 7.8	16 7.7	16 7.9

TARGET RESEARCH GROUP INC.  
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Table 14

Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...?  
SUMMARY OF "DON'T KNOW/UNSURE"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
"DON'T KNOW/UNSURE"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	24 5.8	14 6.7	10 4.9
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	0 0	0 0	0 0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	21 5.1	8 3.8	13 6.4
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	19 4.6	8 3.8	11 5.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 15

Q.340 WHICH COMPANY(IES) OR BRAND(S) OFFER(S) THE PRODUCT / NFT SHOWN ON THE SCREEN?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
 BEN & JERRY'S (NET)	 88 21.4	 40 19.1	 48 23.6
BEN & JERRY'S	86 20.9	39 18.7	47 23.2
BEN & JERRY'S CHUNKY DUNKY	1 0.2	1 0.5	0 0
CHUNKY DUNKY	4 1.0	2 1.0	2 1.0
OTHER BEN & JERRY'S MENTIONS	1 0.2	0 0	1 0.5
 NIKE (NET)	 266 64.6	 152 72.7	 114 56.2
SB (SUBNET)	7 1.7	3 1.4	4 2.0
NIKE SB	3 0.7	1 0.5	2 1.0
SB DUNK LOW	3 0.7	1 0.5	2 1.0
SB	1 0.2	1 0.5	0 0
JORDAN (SUBNET)	10 2.4	5 2.4	5 2.5
JORDAN/JORDANS	10 2.4	5 2.4	5 2.5
 MISCELLANEOUS NIKE			
NIKE (UNSPEC)	258 62.6	149 71.3	109 53.7
NIKE AIR	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 15

Q.340 WHICH COMPANY(IES) OR BRAND(S) OFFER(S) THE PRODUCT / NFT SHOWN ON THE SCREEN?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE DUNK	1 0.2	0 0	1 0.5
DUNK	1 0.2	0 0	1 0.5
SO DUNKS	1 0.2	1 0.5	0 0
STOCKX (NET)	154 37.4	75 35.9	79 38.9
STOCKX	146 35.4	71 34.0	75 36.9
STOCKX VAULT	3 0.7	2 1.0	1 0.5
STOCKX VAULT NFT	2 0.5	0 0	2 1.0
VAULT	3 0.7	3 1.4	0 0
OTHER STOCKX MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS BRANDS			
AMAZON	3 0.7	1 0.5	2 1.0
ADIDAS	16 3.9	5 2.4	11 5.4
NEW BALANCE	11 2.7	5 2.4	6 3.0
PUMA	16 3.9	6 2.9	10 4.9
OTHER MISCELLANEOUS BRANDS MENTIONS	24 5.8	11 5.3	13 6.4
PRODUCT TYPE (NET)	9 2.2	4 1.9	5 2.5

TARGET RESEARCH GROUP INC.  
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Table 15

Q.340 WHICH COMPANY(IES) OR BRAND(S) OFFER(S) THE PRODUCT / NFT SHOWN ON THE SCREEN?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
CLOTHING/APPAREL (SUBNET)	1 0.2	0 0	1 0.5
FOOTWEAR (SUB-SUBNET)	1 0.2	0 0	1 0.5
SNEAKERS	1 0.2	0 0	1 0.5
FOOD (SUBNET)	1 0.2	0 0	1 0.5
ICE CREAM	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT TYPE			
NFTS	5 1.2	4 1.9	1 0.5
STOCKS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	5 1.2	3 1.4	2 1.0
DON'T KNOW/UNSURE	33 8.0	10 4.8	23 11.3

TARGET RESEARCH GROUP INC.  
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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED COMPANY/BRAND AT Q.340	379 92.0	199 95.2	180 88.7
APPEARS ON THE WEBSITE (NET)	248 60.2	135 64.6	113 55.7
WEBSITE LOCATION (SUBNET)	32 7.8	12 5.7	20 9.9
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	5 1.2	1 0.5	4 2.0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	10 2.4	4 1.9	6 3.0
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	5 1.2	3 1.4	2 1.0
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	9 2.2	3 1.4	6 3.0
OTHER WEBSITE LOCATION MENTIONS	5 1.2	1 0.5	4 2.0
WEBSITE EXECUTION (SUBNET)	14 3.4	8 3.8	6 3.0
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	10 2.4	5 2.4	5 2.5
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	2 0.5	1 0.5	1 0.5
OTHER WEBSITE EXECUTION MENTIONS	3 0.7	2 1.0	1 0.5
WEBSITE COPY (SUBNET)	155 37.6	71 34.0	84 41.4
NAME/BRAND NAME (SUB-SUBNET)	93 22.6	34 16.3	59 29.1

TARGET RESEARCH GROUP INC.  
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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE (SUB-SUB-SUBNET)	34 8.3	9 4.3	25 12.3
IT SAYS NIKE/NIKE NAME IS SHOWN	25 6.1	8 3.8	17 8.4
IT SAYS NIKE SB	2 0.5	0 0	2 1.0
IT SAYS NIKE SB DUNK	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK LOW	3 0.7	0 0	3 1.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
IT SAYS NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS NFT NIKE SB	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	18 4.4	5 2.4	13 6.4
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	10 2.4	4 1.9	6 3.0
IT SAYS BEN & JERRY'S CHUNKY DUNKY	4 1.0	0 0	4 2.0
IT SAYS CHUNKY DUNKY	2 0.5	1 0.5	1 0.5
OTHER BEN & JERRY'S MENTIONS	2 0.5	0 0	2 1.0
STOCKX (SUB-SUB-SUBNET)	28 6.8	11 5.3	17 8.4
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	13 3.2	5 2.4	8 3.9



TARGET RESEARCH GROUP INC.  
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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT SAYS STOCKX VAULT	3 0.7	1 0.5	2 1.0
IT SAYS STOCKX VAULT NFT	8 1.9	3 1.4	5 2.5
IT SAYS IT'S A STOCKX TOKEN	9 2.2	3 1.4	6 3.0
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	37 9.0	14 6.7	23 11.3
IT SAYS NFT VAULT/VAULT NFT	1 0.2	1 0.5	0 0
DESCRIPTION (SUB-SUBNET)	64 15.5	32 15.3	32 15.8
OWNERSHIP (SUB-SUB-SUBNET)	15 3.6	7 3.3	8 3.9
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	10 2.4	3 1.4	7 3.4
MENTIONED THAT THE ITEM DIDN'T BELONG TO NIKE	1 0.2	1 0.5	0 0
STOCKX STATES THEY HAVE NO OWNERSHIP WITH NIKE	1 0.2	0 0	1 0.5
OTHER OWNERSHIP MENTIONS	6 1.5	4 1.9	2 1.0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	9 2.2	6 2.9	3 1.5
IT SAYS IT'S STOCKX VERIFIED	6 1.5	4 1.9	2 1.0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	3 0.7	2 1.0	1 0.5

TARGET RESEARCH GROUP INC.  
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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	36 8.7	18 8.6	18 8.9
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	7 1.7	4 1.9	3 1.5
OTHER DESCRIPTION MENTIONS	4 1.0	2 1.0	2 1.0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	28 6.8	11 5.3	17 8.4
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	9 2.2	2 1.0	7 3.4
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	9 2.2	4 1.9	5 2.5
IT'S IN THE NAME/TITLE OF THE NFT	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	6 1.5	5 2.4	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	117 28.4	87 41.6	30 14.8
PRODUCT VISUALS (SUB-SUBNET)	53 12.9	46 22.0	7 3.4
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	27 6.6	26 12.4	1 0.5
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	2 0.5	2 1.0	0 0
(PRODUCT/SHOE) LOOKS LIKE/IS STYLED LIKE A NIKE PRODUCT	6 1.5	6 2.9	0 0

TARGET RESEARCH GROUP INC.  
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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
LOOKS LIKE A NIKE AIR JORDAN	1 0.2	1 0.5	0 0
HAS/SAYS NIKE ON THE SHOE	3 0.7	3 1.4	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	8 1.9	8 3.8	0 0
HAS/SHOWS THE NIKE LOGO ON THE SIDE OF THE SHOE/SNEAKER	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE TONGUE	2 0.5	2 1.0	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	3 0.7	3 1.4	0 0
HAS/SAYS NIKE ON THE TONGUE	2 0.5	2 1.0	0 0
LABELED AS A NIKE SHOE/PAIR OF NIKE SHOES/THE LABEL ON THE SHOES SAYS NIKE	2 0.5	1 0.5	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	7 1.7	4 1.9	3 1.5
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	7 1.7	7 3.3	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	17 4.1	14 6.7	3 1.5
LOGO (SUB-SUBNET)	42 10.2	36 17.2	6 3.0
NIKE LOGO (SUB-SUB-SUBNET)	21 5.1	21 10.0	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	10 2.4	10 4.8	0 0

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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
HAS/SHOWS THE NIKE SWOOSH	3 0.7	3 1.4	0 0
HAS/SHOWS THE NIKE SWOOSH TRADEMARK SYMBOL	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	4 1.0	4 1.9	0 0
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE CHECK	1 0.2	1 0.5	0 0
I AM FAMILIAR WITH THE NIKE LOGO	1 0.2	1 0.5	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	17 4.1	13 6.2	4 2.0
OTHER MISCELLANEOUS LOGO MENTIONS	6 1.5	4 1.9	2 1.0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	12 2.9	7 3.3	5 2.5
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	9 2.2	5 2.4	4 2.0
IMAGE SHOWS THAT NIKE OFFERS IT	1 0.2	1 0.5	0 0
DESIGN/THE DESIGN/STYLE (UNSPEC)	13 3.2	10 4.8	3 1.5
COLOR/COLORS/COLOR SCHEME (UNSPEC)	8 1.9	7 3.3	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	12 2.9	5 2.4	7 3.4
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	25 6.1	14 6.7	11 5.4
IT'S THE SITE/WEBSITE	4 1.0	1 0.5	3 1.5
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	3 0.7	2 1.0	1 0.5
PRODUCT RELATED (NET)	83 20.1	49 23.4	34 16.7
PRODUCT ATTRIBUTES (SUBNET)	23 5.6	15 7.2	8 3.9
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	8 1.9	4 1.9	4 2.0
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	5 1.2	3 1.4	2 1.0
OTHER PRODUCT ATTRIBUTES MENTIONS	11 2.7	8 3.8	3 1.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	56 13.6	32 15.3	24 11.8
NIKE PRODUCT (SUB-SUBNET)	38 9.2	23 11.0	15 7.4
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	12 2.9	6 2.9	6 3.0
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	19 4.6	14 6.7	5 2.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S A NIKE SB SHOE	1 0.2	1 0.5	0 0
NIKE IS RESPONSIBLE FOR THE DUNK SHOE LINE	1 0.2	0 0	1 0.5
SB DUNKS ARE NIKE	1 0.2	0 0	1 0.5
IT IS THE SIGNATURE NIKE LOW DUNKS	1 0.2	1 0.5	0 0
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.2	0 0	1 0.5
IT'S AN NFT TICKET FOR A NIKE SHOE	1 0.2	0 0	1 0.5
RELEASED ORIGINALLY AS ONLY A NIKE SHOE	1 0.2	1 0.5	0 0
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.2	1 0.5	0 0
SEEMS LIKE NIKE WOULD OWN SOMETHING LIKE THIS	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	13 3.2	8 3.8	5 2.5
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	8 1.9	3 1.4	5 2.5
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	7 1.7	5 2.4	2 1.0
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	8 1.9	5 2.4	3 1.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
BRAND HERITAGE/REPUTATION (NET)	20 4.9	7 3.3	13 6.4
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	7 1.7	3 1.4	4 2.0
LIKE NIKE/THE NIKE BRAND	1 0.2	1 0.5	0 0
NIKE IS A HIGH END BRAND	1 0.2	0 0	1 0.5
NIKE HAS GREAT VALUE	1 0.2	1 0.5	0 0
NIKE MAKES THE BEST SHOES TO EVER EXIST	1 0.2	1 0.5	0 0
NIKE PRODUCES/MAKES A LOT OF PRODUCTS/A VARIETY OF PRODUCTS	1 0.2	0 0	1 0.5
NIKE OFFERS PRODUCTS/NFTS SUCH AS NIKE DUNK LOW RETRO WHITE BLACK	1 0.2	0 0	1 0.5
NIKE IS KNOWN FOR INNOVATIVE/ CREATIVE DESIGNS	1 0.2	0 0	1 0.5
NIKE IS KNOWN TO PUSH LIMITS	1 0.2	1 0.5	0 0
NIKE IS A GREAT STOCK	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.2	0 0	1 0.5
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	11 2.7	3 1.4	8 3.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
BRAND RELATIONSHIP/AFFILIATION (NET)	61 14.8	31 14.8	30 14.8
BRAND COLLABORATION (SUBNET)	16 3.9	7 3.3	9 4.4
COLLABORATION WITH NIKE (SUB- SUBNET)	10 2.4	5 2.4	5 2.5
IT'S A COLLABORATION WITH NIKE	5 1.2	2 1.0	3 1.5
IT'S A COLLABORATION BETWEEN NIKE AND STOCKX	1 0.2	1 0.5	0 0
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	4 1.0	2 1.0	2 1.0
NIKE COLLABORATED WITH A NON- SHOE BRAND	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	5 1.2	1 0.5	4 2.0
IT'S A COLLABORATION WITH BEN & JERRY'S	4 1.0	3 1.4	1 0.5
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	1 0.2	0 0	1 0.5
BRAND SPONSORSHIP (SUBNET)	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	1 0.2	0 0	1 0.5
BRAND PROMOTION/MARKETING (SUBNET)	4 1.0	2 1.0	2 1.0



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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER BRAND PROMOTION/MARKETING MENTIONS	4 1.0	2 1.0	2 1.0
BRAND SALES (SUBNET)	39 9.5	22 10.5	17 8.4
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	10 2.4	4 1.9	6 3.0
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	6 1.5	5 2.4	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	9 2.2	4 1.9	5 2.5
IT'S A STOCKX OFFER OF A NIKE PRODUCT	1 0.2	0 0	1 0.5
STOCKX SELLS NIKE	1 0.2	0 0	1 0.5
NIKE IS ON STOCKX	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	3 0.7	2 1.0	1 0.5
NIKE OFFERS THE NFT	1 0.2	1 0.5	0 0
NIKE WILL USE THE PLATFORM AS A HUB TO LAUNCH VIRTUAL APPAREL LIKE TSHIRTS AND SNEAKERS	1 0.2	1 0.5	0 0
NIKE SOLD THIS PRODUCT ORIGINALLY FOR \$100	1 0.2	1 0.5	0 0
OTHER BRAND SALES MENTIONS	9 2.2	6 2.9	3 1.5
BRAND AUTHORIZATION (SUBNET)	3 0.7	1 0.5	2 1.0

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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	2 0.5	0 0	2 1.0
OTHER BRAND AUTHORIZATION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THE AFFILIATION OF NIKE WITH STOCKX	1 0.2	1 0.5	0 0
NIKE BUT NOT AFFILIATED WITH STOCKX	1 0.2	1 0.5	0 0
NIKE IS NOW PART OF STOCKX VAULT	1 0.2	1 0.5	0 0
NIKE AND JORDAN ARE LINKED	1 0.2	0 0	1 0.5
NIKE AND JORDAN ARE CO-OWNED	1 0.2	1 0.5	0 0
NIKE HAD SOME SAY IN THE PROCESS	1 0.2	1 0.5	0 0
NIKE BOUGHT AN NFT COMPANY	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	6 1.5	2 1.0	4 2.0
PRIOR EXPERIENCE/KNOWLEDGE (NET)	8 1.9	3 1.4	5 2.5
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	2 0.5	0 0	2 1.0
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	6 1.5	3 1.4	3 1.5

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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	2 0.5	0 0	2 1.0
IT'S OBVIOUS	2 0.5	0 0	2 1.0
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	6 1.5	1 0.5	5 2.5
NIKE/IT'S NIKE (UNSPEC)	2 0.5	2 1.0	0 0
STOCKX/IT'S STOCKX (UNSPEC)	1 0.2	1 0.5	0 0
FITS WELL ACCORDING TO NIKE BENEFITS	1 0.2	0 0	1 0.5
UNIQUE/INNOVATIVE	2 0.5	0 0	2 1.0
OTHER MISCELLANEOUS MENTIONS	13 3.2	4 1.9	9 4.4
DON'T KNOW/UNSURE (Q.345/Q.346)	85 20.6	44 21.1	41 20.2
DON'T KNOW/UNSURE (Q.340)	33 8.0	10 4.8	23 11.3

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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NOT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED NIKE AT Q.340	266 64.6	152 72.7	114 56.2
APPEARS ON THE WEBSITE (NET)	153 37.1	89 42.6	64 31.5
WEBSITE LOCATION (SUBNET)	13 3.2	4 1.9	9 4.4
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	5 1.2	1 0.5	4 2.0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	5 1.2	1 0.5	4 2.0
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	1 0.2	1 0.5	0 0
OTHER WEBSITE LOCATION MENTIONS	2 0.5	1 0.5	1 0.5
WEBSITE EXECUTION (SUBNET)	6 1.5	5 2.4	1 0.5
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	5 1.2	4 1.9	1 0.5
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	1 0.2	1 0.5	0 0
WEBSITE COPY (SUBNET)	85 20.6	31 14.8	54 26.6
NAME/BRAND NAME (SUB-SUBNET)	48 11.7	11 5.3	37 18.2
NIKE (SUB-SUB-SUBNET)	30 7.3	8 3.8	22 10.8
IT SAYS NIKE/NIKE NAME IS SHOWN	23 5.6	8 3.8	15 7.4

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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT SAYS NIKE SB	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK LOW	3 0.7	0 0	3 1.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
IT SAYS NFT NIKE SB	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	2 0.5	1 0.5	1 0.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	1 0.2	0 0	1 0.5
IT SAYS CHUNKY DUNKY	1 0.2	1 0.5	0 0
STOCKX (SUB-SUB-SUBNET)	4 1.0	2 1.0	2 1.0
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	1 0.2	0 0	1 0.5
IT SAYS STOCKX VAULT	1 0.2	1 0.5	0 0
IT SAYS STOCKX VAULT NFT	2 0.5	1 0.5	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	15 3.6	1 0.5	14 6.9
DESCRIPTION (SUB-SUBNET)	27 6.6	14 6.7	13 6.4

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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OWNERSHIP (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
STOCKX STATES THEY HAVE NO OWNERSHIP WITH NIKE	1 0.2	0 0	1 0.5
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	1 0.2	1 0.5	0 0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	23 5.6	13 6.2	10 4.9
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	1 0.2	0 0	1 0.5
OTHER DESCRIPTION MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	18 4.4	6 2.9	12 5.9
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	6 1.5	1 0.5	5 2.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	4 1.0	1 0.5	3 1.5
IT'S IN THE NAME/TITLE OF THE NFT	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	3 0.7	2 1.0	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	73 17.7	67 32.1	6 3.0
PRODUCT VISUALS (SUB-SUBNET)	41 10.0	38 18.2	3 1.5

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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NOT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	26 6.3	25 12.0	1 0.5
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	2 0.5	2 1.0	0 0
(PRODUCT/SHOE) LOOKS LIKE/IS STYLED LIKE A NIKE PRODUCT	6 1.5	6 2.9	0 0
LOOKS LIKE A NIKE AIR JORDAN	1 0.2	1 0.5	0 0
HAS/SAYS NIKE ON THE SHOE	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	8 1.9	8 3.8	0 0
HAS/SHOWS THE NIKE LOGO ON THE SIDE OF THE SHOE/SNEAKER	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE TONGUE	2 0.5	2 1.0	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	3 0.7	3 1.4	0 0
HAS/SAYS NIKE ON THE TONGUE	2 0.5	2 1.0	0 0
LABELED AS A NIKE SHOE/PAIR OF NIKE SHOES/THE LABEL ON THE SHOES SAYS NIKE	2 0.5	1 0.5	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	3 0.7	3 1.4	0 0
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	7 1.7	7 3.3	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	7 1.7	5 2.4	2 1.0

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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NOT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
LOGO (SUB-SUBNET)	30 7.3	30 14.4	0 0
NIKE LOGO (SUB-SUB-SUBNET)	21 5.1	21 10.0	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	10 2.4	10 4.8	0 0
HAS/SHOWS THE NIKE SWOOSH	3 0.7	3 1.4	0 0
HAS/SHOWS THE NIKE SWOOSH TRADEMARK SYMBOL	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	4 1.0	4 1.9	0 0
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE CHECK	1 0.2	1 0.5	0 0
I AM FAMILIAR WITH THE NIKE LOGO	1 0.2	1 0.5	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	8 1.9	8 3.8	0 0
OTHER MISCELLANEOUS LOGO MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	2 0.5	1 0.5	1 0.5
IMAGE SHOWS THAT NIKE OFFERS IT	1 0.2	1 0.5	0 0



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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NOT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
DESIGN/THE DESIGN/STYLE (UNSPEC)	8 1.9	7 3.3	1 0.5
COLOR/COLORS/COLOR SCHEME (UNSPEC)	4 1.0	3 1.4	1 0.5
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	3 0.7	2 1.0	1 0.5
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	7 1.7	5 2.4	2 1.0
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.2	1 0.5	0 0
PRODUCT RELATED (NET)	64 15.5	39 18.7	25 12.3
PRODUCT ATTRIBUTES (SUBNET)	12 2.9	9 4.3	3 1.5
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	5 1.2	3 1.4	2 1.0
OTHER PRODUCT ATTRIBUTES MENTIONS	7 1.7	6 2.9	1 0.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	48 11.7	28 13.4	20 9.9
NIKE PRODUCT (SUB-SUBNET)	37 9.0	22 10.5	15 7.4
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	12 2.9	6 2.9	6 3.0
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	18 4.4	13 6.2	5 2.5
IT'S A NIKE SB SHOE	1 0.2	1 0.5	0 0

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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE IS RESPONSIBLE FOR THE DUNK SHOE LINE	1 0.2	0 0	1 0.5
SB DUNKS ARE NIKE	1 0.2	0 0	1 0.5
IT IS THE SIGNATURE NIKE LOW DUNKS	1 0.2	1 0.5	0 0
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.2	0 0	1 0.5
IT'S AN NFT TICKET FOR A NIKE SHOE	1 0.2	0 0	1 0.5
RELEASED ORIGINALLY AS ONLY A NIKE SHOE	1 0.2	1 0.5	0 0
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.2	1 0.5	0 0
SEEMS LIKE NIKE WOULD OWN SOMETHING LIKE THIS	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	10 2.4	6 2.9	4 2.0
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	2 0.5	1 0.5	1 0.5
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	5 1.2	4 1.9	1 0.5
BRAND HERITAGE/REPUTATION (NET)	10 2.4	5 2.4	5 2.5

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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	5 1.2	3 1.4	2 1.0
LIKE NIKE/THE NIKE BRAND	1 0.2	1 0.5	0 0
NIKE IS A HIGH END BRAND	1 0.2	0 0	1 0.5
NIKE HAS GREAT VALUE	1 0.2	1 0.5	0 0
NIKE MAKES THE BEST SHOES TO EVER EXIST	1 0.2	1 0.5	0 0
NIKE PRODUCES/MAKES A LOT OF PRODUCTS/A VARIETY OF PRODUCTS	1 0.2	0 0	1 0.5
NIKE OFFERS PRODUCTS/NFTS SUCH AS NIKE DUNK LOW RETRO WHITE BLACK	1 0.2	0 0	1 0.5
NIKE IS KNOWN TO PUSH LIMITS	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.2	0 0	1 0.5
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	3 0.7	1 0.5	2 1.0
BRAND RELATIONSHIP/AFFILIATION (NET)	20 4.9	12 5.7	8 3.9
BRAND COLLABORATION (SUBNET)	7 1.7	2 1.0	5 2.5
COLLABORATION WITH NIKE (SUB- SUBNET)	4 1.0	2 1.0	2 1.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S A COLLABORATION WITH NIKE	1 0.2	0 0	1 0.5
IT'S A COLLABORATION BETWEEN NIKE AND STOCKX	1 0.2	1 0.5	0 0
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	2 0.5	1 0.5	1 0.5
NIKE COLLABORATED WITH A NON- SHOE BRAND	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	3 0.7	0 0	3 1.5
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	0 0	1 0.5
BRAND SALES (SUBNET)	9 2.2	7 3.3	2 1.0
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	1 0.2	1 0.5	0 0
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.2	0 0	1 0.5
STOCKX SELLS NIKE	1 0.2	0 0	1 0.5
NIKE IS ON STOCKX	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	2 0.5	2 1.0	0 0
NIKE OFFERS THE NFT	1 0.2	1 0.5	0 0
NIKE WILL USE THE PLATFORM AS A HUB TO LAUNCH VIRTUAL APPAREL LIKE TSHIRTS AND SNEAKERS	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE SOLD THIS PRODUCT ORIGINALLY FOR \$100	1 0.2	1 0.5	0 0
BRAND AUTHORIZATION (SUBNET)	1 0.2	0 0	1 0.5
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
NIKE BUT NOT AFFILIATED WITH STOCKX	1 0.2	1 0.5	0 0
NIKE IS NOW PART OF STOCKX VAULT	1 0.2	1 0.5	0 0
NIKE AND JORDAN ARE LINKED	1 0.2	0 0	1 0.5
NIKE AND JORDAN ARE CO-OWNED	1 0.2	1 0.5	0 0
NIKE HAD SOME SAY IN THE PROCESS	1 0.2	1 0.5	0 0
NIKE BOUGHT AN NFT COMPANY	1 0.2	1 0.5	0 0
PRIOR EXPERIENCE/KNOWLEDGE (NET)	4 1.0	2 1.0	2 1.0
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.2	0 0	1 0.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	3 0.7	2 1.0	1 0.5
MISCELLANEOUS			
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	4 1.0	0 0	4 2.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NOT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
STOCKX/IT'S STOCKX (UNSPEC)	1 0.2	1 0.5	0 0
FITS WELL ACCORDING TO NIKE BENEFITS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS MENTIONS	2 0.5	1 0.5	1 0.5
DON'T KNOW/UNSURE (Q.345/Q.346)	49 11.9	27 12.9	22 10.8
NO MENTION OF NIKE AT Q.340	146 35.4	57 27.3	89 43.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED STOCKX AT Q.340	154 37.4	75 35.9	79 38.9
APPEARS ON THE WEBSITE (NET)	114 27.7	56 26.8	58 28.6
WEBSITE LOCATION (SUBNET)	18 4.4	9 4.3	9 4.4
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	4 1.0	4 1.9	0 0
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	5 1.2	3 1.4	2 1.0
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	8 1.9	2 1.0	6 3.0
OTHER WEBSITE LOCATION MENTIONS	3 0.7	0 0	3 1.5
WEBSITE EXECUTION (SUBNET)	8 1.9	3 1.4	5 2.5
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	6 1.5	2 1.0	4 2.0
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	1 0.2	0 0	1 0.5
OTHER WEBSITE EXECUTION MENTIONS	2 0.5	1 0.5	1 0.5
WEBSITE COPY (SUBNET)	71 17.2	36 17.2	35 17.2
NAME/BRAND NAME (SUB-SUBNET)	40 9.7	19 9.1	21 10.3
NIKE (SUB-SUB-SUBNET)	2 0.5	1 0.5	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT SAYS NIKE/NIKE NAME IS SHOWN	1 0.2	0 0	1 0.5
IT SAYS NFT NIKE	1 0.2	1 0.5	0 0
STOCKX (SUB-SUB-SUBNET)	23 5.6	9 4.3	14 6.9
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	12 2.9	5 2.4	7 3.4
IT SAYS STOCKX VAULT	2 0.5	0 0	2 1.0
IT SAYS STOCKX VAULT NFT	5 1.2	2 1.0	3 1.5
IT SAYS IT'S A STOCKX TOKEN	9 2.2	3 1.4	6 3.0
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	16 3.9	10 4.8	6 3.0
DESCRIPTION (SUB-SUBNET)	33 8.0	17 8.1	16 7.9
OWNERSHIP (SUB-SUB-SUBNET)	13 3.2	6 2.9	7 3.4
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	8 1.9	2 1.0	6 3.0
MENTIONED THAT THE ITEM DIDN'T BELONG TO NIKE	1 0.2	1 0.5	0 0
OTHER OWNERSHIP MENTIONS	5 1.2	4 1.9	1 0.5
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	8 1.9	5 2.4	3 1.5



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Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT SAYS IT'S STOCKX VERIFIED	6 1.5	4 1.9	2 1.0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	2 0.5	1 0.5	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	10 2.4	5 2.4	5 2.5
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	7 1.7	4 1.9	3 1.5
OTHER DESCRIPTION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	7 1.7	4 1.9	3 1.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	3 0.7	1 0.5	2 1.0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	3 0.7	3 1.4	0 0
WEBSITE/PRODUCT VISUALS (SUBNET)	42 10.2	21 10.0	21 10.3
PRODUCT VISUALS (SUB-SUBNET)	7 1.7	4 1.9	3 1.5
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.2	1 0.5	0 0
HAS/SAYS NIKE ON THE SHOE	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	3 0.7	1 0.5	2 1.0

TARGET RESEARCH GROUP INC.  
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Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	3 0.7	2 1.0	1 0.5
LOGO (SUB-SUBNET)	14 3.4	8 3.8	6 3.0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	10 2.4	6 2.9	4 2.0
OTHER MISCELLANEOUS LOGO MENTIONS	4 1.0	2 1.0	2 1.0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	10 2.4	5 2.4	5 2.5
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	9 2.2	5 2.4	4 2.0
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	6 1.5	2 1.0	4 2.0
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	14 3.4	7 3.3	7 3.4
IT'S THE SITE/WEBSITE	4 1.0	1 0.5	3 1.5
PRODUCT RELATED (NET)	7 1.7	5 2.4	2 1.0
PRODUCT ATTRIBUTES (SUBNET)	3 0.7	1 0.5	2 1.0
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	2 0.5	0 0	2 1.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER PRODUCT ATTRIBUTES MENTIONS	2 0.5	1 0.5	1 0.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	2 0.5	2 1.0	0 0
NIKE PRODUCT (SUB-SUBNET)	1 0.2	1 0.5	0 0
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	2 0.5	2 1.0	0 0
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.2	1 0.5	0 0
BRAND HERITAGE/REPUTATION (NET)	3 0.7	0 0	3 1.5
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.2	0 0	1 0.5
NIKE IS A GREAT STOCK	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	2 0.5	0 0	2 1.0
BRAND RELATIONSHIP/AFFILIATION (NET)	34 8.3	17 8.1	17 8.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
BRAND COLLABORATION (SUBNET)	3 0.7	0 0	3 1.5
COLLABORATION WITH NIKE (SUB- SUBNET)	2 0.5	0 0	2 1.0
IT'S A COLLABORATION WITH NIKE	2 0.5	0 0	2 1.0
MISCELLANEOUS BRAND COLLABORATION			
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	1 0.2	0 0	1 0.5
BRAND PROMOTION/MARKETING (SUBNET)	2 0.5	1 0.5	1 0.5
OTHER BRAND PROMOTION/MARKETING MENTIONS	2 0.5	1 0.5	1 0.5
BRAND SALES (SUBNET)	28 6.8	16 7.7	12 5.9
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	9 2.2	4 1.9	5 2.5
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	5 1.2	4 1.9	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	8 1.9	4 1.9	4 2.0
IT'S A STOCKX OFFER OF A NIKE PRODUCT	1 0.2	0 0	1 0.5
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	1 0.2	0 0	1 0.5
OTHER BRAND SALES MENTIONS	5 1.2	4 1.9	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THE AFFILIATION OF NIKE WITH STOCKX	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	2 0.5	0 0	2 1.0
PRIOR EXPERIENCE/KNOWLEDGE (NET)	3 0.7	1 0.5	2 1.0
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	3 0.7	1 0.5	2 1.0
MISCELLANEOUS			
IT'S OBVIOUS	1 0.2	0 0	1 0.5
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	1 0.2	0 0	1 0.5
UNIQUE/INNOVATIVE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS MENTIONS	6 1.5	2 1.0	4 2.0
DON'T KNOW/UNSURE (Q.345/Q.346)	13 3.2	6 2.9	7 3.4
NO MENTION OF STOCKX AT Q.340	258 62.6	134 64.1	124 61.1

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 19

Q.350 DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS  
PAGE OFFER OTHER PRODUCTS OR SERVICES?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
YES, IT DOES OFFER OTHER PRODUCTS OR SERVICES	245 59.5	132 63.2	113 55.7
NO, IT DOES NOT OFFER OTHER PRODUCTS OR SERVICES	90 21.8	44 21.1	46 22.7
DON'T KNOW/UNSURE	77 18.7	33 15.8	44 21.7

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 20

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
YES, IT DOES OFFER OTHER PRODUCTS OR SERVICES	245 59.5	132 63.2	113 55.7
BEN & JERRY'S (NET)	6 1.5	1 0.5	5 2.5
BEN & JERRY'S	4 1.0	1 0.5	3 1.5
BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
OTHER BEN & JERRY'S MENTIONS	1 0.2	0 0	1 0.5
NIKE (NET)	24 5.8	14 6.7	10 4.9
SB (SUBNET)	1 0.2	1 0.5	0 0
NIKE SB DUNK	1 0.2	1 0.5	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	21 5.1	12 5.7	9 4.4
NIKE SHOES	2 0.5	1 0.5	1 0.5
STOCKX (NET)	14 3.4	7 3.3	7 3.4
STOCKX	11 2.7	5 2.4	6 3.0
VAULT	2 0.5	1 0.5	1 0.5
VAULT NFT	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 20

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER STOCKX MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS BRANDS			
ADIDAS	7 1.7	2 1.0	5 2.5
NEW BALANCE	1 0.2	1 0.5	0 0
PUMA	6 1.5	2 1.0	4 2.0
OTHER MISCELLANEOUS BRANDS MENTIONS	2 0.5	2 1.0	0 0
PRODUCT TYPE (NET)	109 26.5	67 32.1	42 20.7
CLOTHING/APPAREL (SUBNET)	77 18.7	47 22.5	30 14.8
FOOTWEAR (SUB-SUBNET)	52 12.6	27 12.9	25 12.3
SHOES	35 8.5	19 9.1	16 7.9
SNEAKERS	13 3.2	5 2.4	8 3.9
OTHER FOOTWEAR MENTIONS	4 1.0	3 1.4	1 0.5
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	28 6.8	20 9.6	8 3.9
ATHLETIC WEAR/SPORTS WEAR/ APPAREL	2 0.5	1 0.5	1 0.5
SHIRTS/T-SHIRTS	8 1.9	6 2.9	2 1.0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 20

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER MISCELLANEOUS CLOTHING/ APPAREL MENTIONS	9 2.2	6 2.9	3 1.5
ACCESSORIES (SUBNET)	16 3.9	11 5.3	5 2.5
WATCHES	10 2.4	6 2.9	4 2.0
OTHER ACCESSORIES MENTIONS	6 1.5	5 2.4	1 0.5
FOOD (SUBNET)	19 4.6	11 5.3	8 3.9
ICE CREAM	18 4.4	10 4.8	8 3.9
OTHER FOOD MENTIONS	3 0.7	3 1.4	0 0
SPORTING GOODS/EQUIPMENT (SUBNET)	7 1.7	7 3.3	0 0
SPORTING GOODS/SPORTS EQUIPMENT	6 1.5	6 2.9	0 0
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	2 0.5	2 1.0	0 0
COLLECTIBLES (SUBNET)	22 5.3	12 5.7	10 4.9
COLLECTIBLES (UNSPEC)	14 3.4	9 4.3	5 2.5
OTHER COLLECTIBLES MENTIONS	11 2.7	5 2.4	6 3.0
MISCELLANEOUS PRODUCT TYPE			
NFTS	14 3.4	7 3.3	7 3.4

TARGET RESEARCH GROUP INC.  
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Table 20

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
STOCKS	7 1.7	5 2.4	2 1.0
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	12 2.9	9 4.3	3 1.5
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	24 5.8	12 5.7	12 5.9
DON'T KNOW/UNSURE (Q.355)	70 17.0	34 16.3	36 17.7
NO, IT DOES NOT OFFER OTHER PRODUCTS OR SERVICES	90 21.8	44 21.1	46 22.7
DON'T KNOW/UNSURE (Q.350)	77 18.7	33 15.8	44 21.7

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 21

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
YES, IT DOES OFFER OTHER PRODUCTS OR SERVICES	166 62.4	103 67.8	63 55.3
BEN & JERRY'S (NET)	3 1.1	1 0.7	2 1.8
BEN & JERRY'S	3 1.1	1 0.7	2 1.8
NIKE (NET)	19 7.1	13 8.6	6 5.3
SB (SUBNET)	1 0.4	1 0.7	0 0
NIKE SB DUNK	1 0.4	1 0.7	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	17 6.4	11 7.2	6 5.3
NIKE SHOES	1 0.4	1 0.7	0 0
STOCKX (NET)	9 3.4	5 3.3	4 3.5
STOCKX	7 2.6	4 2.6	3 2.6
VAULT	1 0.4	0 0	1 0.9
VAULT NFT	1 0.4	1 0.7	0 0
OTHER STOCKX MENTIONS	1 0.4	1 0.7	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 21

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
MISCELLANEOUS BRANDS			
ADIDAS	6 2.3	2 1.3	4 3.5
NEW BALANCE	1 0.4	1 0.7	0 0
PUMA	3 1.1	2 1.3	1 0.9
PRODUCT TYPE (NET)	84 31.6	53 34.9	31 27.2
CLOTHING/APPAREL (SUBNET)	62 23.3	39 25.7	23 20.2
FOOTWEAR (SUB-SUBNET)	41 15.4	20 13.2	21 18.4
SHOES	29 10.9	15 9.9	14 12.3
SNEAKERS	8 3.0	2 1.3	6 5.3
OTHER FOOTWEAR MENTIONS	4 1.5	3 2.0	1 0.9
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	25 9.4	19 12.5	6 5.3
ATHLETIC WEAR/SPORTS WEAR/ APPAREL	2 0.8	1 0.7	1 0.9
SHIRTS/T-SHIRTS	6 2.3	5 3.3	1 0.9
OTHER MISCELLANEOUS CLOTHING/ APPAREL MENTIONS	6 2.3	5 3.3	1 0.9

TARGET RESEARCH GROUP INC.  
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Table 21

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
ACCESSORIES (SUBNET)	11 4.1	7 4.6	4 3.5
WATCHES	7 2.6	4 2.6	3 2.6
OTHER ACCESSORIES MENTIONS	4 1.5	3 2.0	1 0.9
FOOD (SUBNET)	19 7.1	11 7.2	8 7.0
ICE CREAM	18 6.8	10 6.6	8 7.0
OTHER FOOD MENTIONS	3 1.1	3 2.0	0 0
SPORTING GOODS/EQUIPMENT (SUBNET)	7 2.6	7 4.6	0 0
SPORTING GOODS/SPORTS EQUIPMENT	6 2.3	6 3.9	0 0
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	2 0.8	2 1.3	0 0
COLLECTIBLES (SUBNET)	13 4.9	7 4.6	6 5.3
COLLECTIBLES (UNSPEC)	6 2.3	4 2.6	2 1.8
OTHER COLLECTIBLES MENTIONS	9 3.4	4 2.6	5 4.4
MISCELLANEOUS PRODUCT TYPE			
NFTS	6 2.3	4 2.6	2 1.8
STOCKS	6 2.3	5 3.3	1 0.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 21

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	11 4.1	8 5.3	3 2.6
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	15 5.6	10 6.6	5 4.4
DON'T KNOW/UNSURE (Q.355)	43 16.2	26 17.1	17 14.9
NO, IT DOES NOT OFFER OTHER PRODUCTS OR SERVICES	57 21.4	30 19.7	27 23.7
DON'T KNOW/UNSURE (Q.350)	43 16.2	19 12.5	24 21.1

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 22

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
YES, IT DOES OFFER OTHER PRODUCTS OR SERVICES	106 68.8	54 72.0	52 65.8
BEN & JERRY'S (NET)	4 2.6	0 0	4 5.1
BEN & JERRY'S	2 1.3	0 0	2 2.5
BEN & JERRY'S CHUNKY DUNKY	1 0.6	0 0	1 1.3
OTHER BEN & JERRY'S MENTIONS	1 0.6	0 0	1 1.3
NIKE (NET)	11 7.1	8 10.7	3 3.8
SB (SUBNET)	1 0.6	1 1.3	0 0
NIKE SB DUNK	1 0.6	1 1.3	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	8 5.2	6 8.0	2 2.5
NIKE SHOES	2 1.3	1 1.3	1 1.3
STOCKX (NET)	8 5.2	4 5.3	4 5.1
STOCKX	7 4.5	4 5.3	3 3.8
VAULT	1 0.6	0 0	1 1.3
VAULT NFT	1 0.6	1 1.3	0 0

TARGET RESEARCH GROUP INC.  
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Table 22

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
MISCELLANEOUS BRANDS			
ADIDAS	1 0.6	1 1.3	0 0
PUMA	3 1.9	1 1.3	2 2.5
OTHER MISCELLANEOUS BRANDS MENTIONS	1 0.6	1 1.3	0 0
PRODUCT TYPE (NET)	52 33.8	29 38.7	23 29.1
CLOTHING/APPAREL (SUBNET)	33 21.4	19 25.3	14 17.7
FOOTWEAR (SUB-SUBNET)	29 18.8	17 22.7	12 15.2
SHOES	18 11.7	12 16.0	6 7.6
SNEAKERS	9 5.8	4 5.3	5 6.3
OTHER FOOTWEAR MENTIONS	2 1.3	1 1.3	1 1.3
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	10 6.5	6 8.0	4 5.1
ATHLETIC WEAR/SPORTS WEAR/ APPAREL	1 0.6	1 1.3	0 0
OTHER MISCELLANEOUS CLOTHING/ APPAREL MENTIONS	1 0.6	1 1.3	0 0
ACCESSORIES (SUBNET)	9 5.8	7 9.3	2 2.5



TARGET RESEARCH GROUP INC.  
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Table 22

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
WATCHES	5 3.2	4 5.3	1 1.3
OTHER ACCESSORIES MENTIONS	4 2.6	3 4.0	1 1.3
FOOD (SUBNET)	10 6.5	6 8.0	4 5.1
ICE CREAM	9 5.8	5 6.7	4 5.1
OTHER FOOD MENTIONS	2 1.3	2 2.7	0 0
COLLECTIBLES (SUBNET)	15 9.7	7 9.3	8 10.1
COLLECTIBLES (UNSPEC)	10 6.5	6 8.0	4 5.1
OTHER COLLECTIBLES MENTIONS	8 5.2	3 4.0	5 6.3
MISCELLANEOUS PRODUCT TYPE			
NFTS	10 6.5	5 6.7	5 6.3
STOCKS	5 3.2	3 4.0	2 2.5
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	8 5.2	5 6.7	3 3.8
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	17 11.0	7 9.3	10 12.7
DON'T KNOW/UNSURE (Q.355)	21 13.6	11 14.7	10 12.7

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 22

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
NO, IT DOES NOT OFFER OTHER PRODUCTS OR SERVICES	17 11.0	8 10.7	9 11.4
DON'T KNOW/UNSURE (Q.350)	31 20.1	13 17.3	18 22.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 23

Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION  
OR CONNECTION WITH ANOTHER COMPANY OR BRAND?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	160 38.8	87 41.6	73 36.0
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	133 32.3	68 32.5	65 32.0
DON'T KNOW/UNSURE	119 28.9	54 25.8	65 32.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 24

Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION  
OR CONNECTION WITH ANOTHER COMPANY OR BRAND?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	110 41.4	69 45.4	41 36.0
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	74 27.8	45 29.6	29 25.4
DON'T KNOW/UNSURE	82 30.8	38 25.0	44 38.6

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 25

Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION  
OR CONNECTION WITH ANOTHER COMPANY OR BRAND?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	66 42.9	39 52.0	27 34.2
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	41 26.6	19 25.3	22 27.8
DON'T KNOW/UNSURE	47 30.5	17 22.7	30 38.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 26

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	160 38.8	87 41.6	73 36.0
BEN & JERRY'S (NET)	34 8.3	19 9.1	15 7.4
BEN & JERRY'S	34 8.3	19 9.1	15 7.4
NIKE (NET)	64 15.5	37 17.7	27 13.3
SB (SUBNET)	1 0.2	0 0	1 0.5
NIKE SB	1 0.2	0 0	1 0.5
JORDAN (SUBNET)	5 1.2	4 1.9	1 0.5
JORDAN/JORDANS	5 1.2	4 1.9	1 0.5
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	57 13.8	33 15.8	24 11.8
DUNK LOW	1 0.2	0 0	1 0.5
STOCKX (NET)	22 5.3	15 7.2	7 3.4
STOCKX	17 4.1	10 4.8	7 3.4
STOCKX VAULT	2 0.5	2 1.0	0 0
VAULT NFT	3 0.7	3 1.4	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 26

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS BRANDS			
AMAZON	1 0.2	0 0	1 0.5
ADIDAS	6 1.5	3 1.4	3 1.5
NEW BALANCE	2 0.5	1 0.5	1 0.5
PUMA	3 0.7	1 0.5	2 1.0
OTHER MISCELLANEOUS BRANDS MENTIONS	12 2.9	5 2.4	7 3.4
PRODUCT TYPE (NET)	8 1.9	5 2.4	3 1.5
CLOTHING/APPAREL (SUBNET)	3 0.7	1 0.5	2 1.0
FOOTWEAR (SUB-SUBNET)	3 0.7	1 0.5	2 1.0
SHOES	1 0.2	1 0.5	0 0
SNEAKERS	2 0.5	0 0	2 1.0
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	1 0.2	1 0.5	0 0
ACCESSORIES (SUBNET)	1 0.2	0 0	1 0.5
WATCHES	1 0.2	0 0	1 0.5
FOOD (SUBNET)	3 0.7	3 1.4	0 0

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Table 26

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
ICE CREAM	3 0.7	3 1.4	0 0
SPORTING GOODS/EQUIPMENT (SUBNET)	1 0.2	1 0.5	0 0
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	1 0.2	1 0.5	0 0
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	4 1.0	3 1.4	1 0.5
DON'T KNOW/UNSURE (Q.365)	39 9.5	18 8.6	21 10.3
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	133 32.3	68 32.5	65 32.0
DON'T KNOW/UNSURE (Q.360)	119 28.9	54 25.8	65 32.0



TARGET RESEARCH GROUP INC.  
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Table 27

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	110 41.4	69 45.4	41 36.0
BEN & JERRY'S (NET)	29 10.9	15 9.9	14 12.3
BEN & JERRY'S	29 10.9	15 9.9	14 12.3
NIKE (NET)	48 18.0	30 19.7	18 15.8
JORDAN (SUBNET)	4 1.5	3 2.0	1 0.9
JORDAN/JORDANS	4 1.5	3 2.0	1 0.9
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	43 16.2	27 17.8	16 14.0
DUNK LOW	1 0.4	0 0	1 0.9
STOCKX (NET)	16 6.0	11 7.2	5 4.4
STOCKX	12 4.5	7 4.6	5 4.4
STOCKX VAULT	2 0.8	2 1.3	0 0
VAULT NFT	2 0.8	2 1.3	0 0
MISCELLANEOUS BRANDS			
AMAZON	1 0.4	0 0	1 0.9

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Table 27

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
ADIDAS	3 1.1	2 1.3	1 0.9
NEW BALANCE	1 0.4	1 0.7	0 0
PUMA	2 0.8	1 0.7	1 0.9
OTHER MISCELLANEOUS BRANDS MENTIONS	7 2.6	4 2.6	3 2.6
PRODUCT TYPE (NET)	5 1.9	4 2.6	1 0.9
CLOTHING/APPAREL (SUBNET)	1 0.4	1 0.7	0 0
FOOTWEAR (SUB-SUBNET)	1 0.4	1 0.7	0 0
SHOES	1 0.4	1 0.7	0 0
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	1 0.4	1 0.7	0 0
ACCESSORIES (SUBNET)	1 0.4	0 0	1 0.9
WATCHES	1 0.4	0 0	1 0.9
FOOD (SUBNET)	2 0.8	2 1.3	0 0
ICE CREAM	2 0.8	2 1.3	0 0
SPORTING GOODS/EQUIPMENT (SUBNET)	1 0.4	1 0.7	0 0

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Table 27

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	1 0.4	1 0.7	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	1 0.4	1 0.7	0 0
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	4 1.5	3 2.0	1 0.9
DON'T KNOW/UNSURE (Q.365)	22 8.3	15 9.9	7 6.1
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	74 27.8	45 29.6	29 25.4
DON'T KNOW/UNSURE (Q.360)	82 30.8	38 25.0	44 38.6

TARGET RESEARCH GROUP INC.  
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Table 28

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	66 42.9	39 52.0	27 34.2
BEN & JERRY'S (NET)	14 9.1	9 12.0	5 6.3
BEN & JERRY'S	14 9.1	9 12.0	5 6.3
NIKE (NET)	35 22.7	22 29.3	13 16.5
SB (SUBNET)	1 0.6	0 0	1 1.3
NIKE SB	1 0.6	0 0	1 1.3
JORDAN (SUBNET)	2 1.3	2 2.7	0 0
JORDAN/JORDANS	2 1.3	2 2.7	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	32 20.8	20 26.7	12 15.2
STOCKX (NET)	14 9.1	9 12.0	5 6.3
STOCKX	11 7.1	6 8.0	5 6.3
VAULT NFT	3 1.9	3 4.0	0 0
MISCELLANEOUS BRANDS			
ADIDAS	3 1.9	1 1.3	2 2.5

TARGET RESEARCH GROUP INC.  
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Table 28

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
NEW BALANCE	1 0.6	1 1.3	0 0
PUMA	2 1.3	1 1.3	1 1.3
OTHER MISCELLANEOUS BRANDS MENTIONS	6 3.9	3 4.0	3 3.8
PRODUCT TYPE (NET)	2 1.3	1 1.3	1 1.3
CLOTHING/APPAREL (SUBNET)	1 0.6	0 0	1 1.3
FOOTWEAR (SUB-SUBNET)	1 0.6	0 0	1 1.3
SNEAKERS	1 0.6	0 0	1 1.3
MISCELLANEOUS PRODUCT TYPE			
NFTS	1 0.6	1 1.3	0 0
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	1 0.6	1 1.3	0 0
DON'T KNOW/UNSURE (Q.365)	10 6.5	5 6.7	5 6.3
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	41 26.6	19 25.3	22 27.8
DON'T KNOW/UNSURE (Q.360)	47 30.5	17 22.7	30 38.0

TARGET RESEARCH GROUP INC.  
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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	160 38.8	87 41.6	73 36.0
MENTIONED COMPANY/BRAND AT Q.365	121 29.4	69 33.0	52 25.6
APPEARS ON THE WEBSITE (NET)	59 14.3	31 14.8	28 13.8
WEBSITE LOCATION (SUBNET)	6 1.5	3 1.4	3 1.5
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	1 0.2	1 0.5	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	5 1.2	2 1.0	3 1.5
WEBSITE COPY (SUBNET)	44 10.7	21 10.0	23 11.3
NAME/BRAND NAME (SUB-SUBNET)	18 4.4	8 3.8	10 4.9
NIKE (SUB-SUB-SUBNET)	10 2.4	4 1.9	6 3.0
IT SAYS NIKE/NIKE NAME IS SHOWN	8 1.9	3 1.4	5 2.5
IT SAYS NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS SB DUNK	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	4 1.0	1 0.5	3 1.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	2 0.5	0 0	2 1.0

TARGET RESEARCH GROUP INC.  
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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER BEN & JERRY'S MENTIONS	2 0.5	1 0.5	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	6 1.5	2 1.0	4 2.0
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.2	1 0.5	0 0
DESCRIPTION (SUB-SUBNET)	16 3.9	9 4.3	7 3.4
OWNERSHIP (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	1 0.2	0 0	1 0.5
OTHER OWNERSHIP MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	15 3.6	9 4.3	6 3.0
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	1 0.2	1 0.5	0 0
OTHER DESCRIPTION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	7 1.7	2 1.0	5 2.5
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	4 1.0	1 0.5	3 1.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	1 0.2	1 0.5	0 0
IT'S IN THE NAME/TITLE OF THE NFT	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	2 0.5	0 0	2 1.0
WEBSITE/PRODUCT VISUALS (SUBNET)	14 3.4	11 5.3	3 1.5
PRODUCT VISUALS (SUB-SUBNET)	9 2.2	9 4.3	0 0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	3 0.7	3 1.4	0 0
HAS/SAYS NIKE ON THE SHOE	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	1 0.2	1 0.5	0 0
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	4 1.0	4 1.9	0 0
LOGO (SUB-SUBNET)	4 1.0	3 1.4	1 0.5
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	3 0.7	2 1.0	1 0.5



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	2 0.5	1 0.5	1 0.5
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	10 2.4	7 3.3	3 1.5
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.2	1 0.5	0 0
PRODUCT RELATED (NET)	21 5.1	16 7.7	5 2.5
PRODUCT ATTRIBUTES (SUBNET)	8 1.9	5 2.4	3 1.5
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	5 1.2	2 1.0	3 1.5
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	1 0.2	1 0.5	0 0
OTHER PRODUCT ATTRIBUTES MENTIONS	2 0.5	2 1.0	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	12 2.9	10 4.8	2 1.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE PRODUCT (SUB-SUBNET)	8 1.9	6 2.9	2 1.0
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	4 1.0	2 1.0	2 1.0
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	4 1.0	4 1.9	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	3 0.7	3 1.4	0 0
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	2 0.5	2 1.0	0 0
BRAND HERITAGE/REPUTATION (NET)	6 1.5	6 2.9	0 0
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	2 0.5	2 1.0	0 0
NIKE IS A SHOE COMPANY	1 0.2	1 0.5	0 0
NIKE IS A CLOTHING/SPORTSWEAR COMPANY	1 0.2	1 0.5	0 0
NIKE MAKES SNEAKERS FOR NBA TEAMS/PLAYERS	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
RELIABLE/TRUSTWORTHY BRAND	1 0.2	1 0.5	0 0
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	4 1.0	4 1.9	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	26 6.3	16 7.7	10 4.9
BRAND COLLABORATION (SUBNET)	8 1.9	5 2.4	3 1.5
COLLABORATION WITH NIKE (SUB- SUBNET)	2 0.5	2 1.0	0 0
NIKE'S VERSION OF BEN & JERRY'S CHUNKY DUNKY ICE CREAM	1 0.2	1 0.5	0 0
UNDEFEATED HAS COLLABORATED WITH NIKE	1 0.2	1 0.5	0 0
OFF-WHITE HAS COLLABORATED WITH NIKE	1 0.2	1 0.5	0 0
OVO HAS COLLABORATED WITH NIKE	1 0.2	1 0.5	0 0
SUPREME HAS COLLABORATED WITH NIKE	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	3 0.7	1 0.5	2 1.0
IT'S A COLLABORATION WITH BEN & JERRY'S	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 0.5	1 0.5	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
BRAND SPONSORSHIP (SUBNET)	2 0.5	2 1.0	0 0
HAS AN ENDORSEMENT CONTRACT WITH NIKE	1 0.2	1 0.5	0 0
NIKE PAYS HIM TO WEAR THEIR CLOTHING/PRODUCTS	1 0.2	1 0.5	0 0
OTHER BRAND SPONSORSHIP MENTIONS	1 0.2	1 0.5	0 0
BRAND PROMOTION/MARKETING (SUBNET)	1 0.2	1 0.5	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	1 0.5	0 0
BRAND SALES (SUBNET)	8 1.9	4 1.9	4 2.0
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	4 1.0	3 1.4	1 0.5
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	2 0.5	1 0.5	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.2	0 0	1 0.5
OTHER BRAND SALES MENTIONS	2 0.5	0 0	2 1.0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THE AFFILIATION OF NIKE WITH STOCKX	1 0.2	1 0.5	0 0
JORDAN IS AN OFFSHOOT OF NIKE	1 0.2	1 0.5	0 0
JORDAN IS A PART OF NIKE AND STOCKX	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	8 1.9	3 1.4	5 2.5
PRIOR EXPERIENCE/KNOWLEDGE (NET)	3 0.7	1 0.5	2 1.0
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.2	1 0.5	0 0
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	2 0.5	0 0	2 1.0
MISCELLANEOUS			
IT'S OBVIOUS	1 0.2	0 0	1 0.5
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	1 0.2	1 0.5	0 0
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
STOCKX/IT'S STOCKX (UNSPEC)	2 0.5	1 0.5	1 0.5
UNIQUE/INNOVATIVE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS MENTIONS	5 1.2	1 0.5	4 2.0
DON'T KNOW/UNSURE (Q.366/Q.367)	23 5.6	11 5.3	12 5.9
DON'T KNOW/UNSURE (Q.365)	39 9.5	18 8.6	21 10.3
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	133 32.3	68 32.5	65 32.0
DON'T KNOW/UNSURE (Q.360)	119 28.9	54 25.8	65 32.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 30

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED NIKE AT Q.365	64 15.5	37 17.7	27 13.3
APPEARS ON THE WEBSITE (NET)	30 7.3	14 6.7	16 7.9
WEBSITE LOCATION (SUBNET)	3 0.7	1 0.5	2 1.0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	3 0.7	1 0.5	2 1.0
WEBSITE COPY (SUBNET)	20 4.9	7 3.3	13 6.4
NAME/BRAND NAME (SUB-SUBNET)	13 3.2	5 2.4	8 3.9
NIKE (SUB-SUB-SUBNET)	8 1.9	3 1.4	5 2.5
IT SAYS NIKE/NIKE NAME IS SHOWN	6 1.5	2 1.0	4 2.0
IT SAYS NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS SB DUNK	1 0.2	0 0	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	5 1.2	2 1.0	3 1.5
DESCRIPTION (SUB-SUBNET)	6 1.5	2 1.0	4 2.0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	6 1.5	2 1.0	4 2.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 30

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	2 0.5	0 0	2 1.0
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.2	0 0	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	9 2.2	7 3.3	2 1.0
PRODUCT VISUALS (SUB-SUBNET)	6 1.5	6 2.9	0 0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	3 0.7	3 1.4	0 0
HAS/SAYS NIKE ON THE SHOE	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	2 0.5	2 1.0	0 0
LOGO (SUB-SUBNET)	2 0.5	2 1.0	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	2 0.5	2 1.0	0 0

TARGET RESEARCH GROUP INC.  
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Table 30

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	2 0.5	1 0.5	1 0.5
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.2	0 0	1 0.5
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	4 1.0	2 1.0	2 1.0
PRODUCT RELATED (NET)	14 3.4	11 5.3	3 1.5
PRODUCT ATTRIBUTES (SUBNET)	3 0.7	2 1.0	1 0.5
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	2 0.5	1 0.5	1 0.5
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.2	1 0.5	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	11 2.7	9 4.3	2 1.0
NIKE PRODUCT (SUB-SUBNET)	8 1.9	6 2.9	2 1.0
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	4 1.0	2 1.0	2 1.0
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	4 1.0	4 1.9	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 30

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	3 0.7	3 1.4	0 0
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.2	1 0.5	0 0
BRAND HERITAGE/REPUTATION (NET)	3 0.7	3 1.4	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
RELIABLE/TRUSTWORTHY BRAND	1 0.2	1 0.5	0 0
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	2 0.5	2 1.0	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	11 2.7	6 2.9	5 2.5
BRAND COLLABORATION (SUBNET)	2 0.5	1 0.5	1 0.5
MISCELLANEOUS BRAND COLLABORATION			
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 0.5	1 0.5	1 0.5
BRAND SALES (SUBNET)	4 1.0	2 1.0	2 1.0
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	3 0.7	2 1.0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 30

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THE AFFILIATION OF NIKE WITH STOCKX	1 0.2	1 0.5	0 0
JORDAN IS AN OFFSHOOT OF NIKE	1 0.2	1 0.5	0 0
JORDAN IS A PART OF NIKE AND STOCKX	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	4 1.0	1 0.5	3 1.5
MISCELLANEOUS			
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS MENTIONS	1 0.2	1 0.5	0 0
DON'T KNOW/UNSURE (Q.366/Q.367)	9 2.2	4 1.9	5 2.5
NO MENTION OF NIKE AT Q.365	348 84.5	172 82.3	176 86.7

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 31

Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED STOCKX AT Q.365	22 5.3	15 7.2	7 3.4
APPEARS ON THE WEBSITE (NET)	12 2.9	8 3.8	4 2.0
WEBSITE LOCATION (SUBNET)	2 0.5	1 0.5	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	2 0.5	1 0.5	1 0.5
WEBSITE COPY (SUBNET)	9 2.2	6 2.9	3 1.5
NAME/BRAND NAME (SUB-SUBNET)	2 0.5	0 0	2 1.0
NIKE (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS NIKE/NIKE NAME IS SHOWN	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	1 0.2	0 0	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	1 0.2	0 0	1 0.5
DESCRIPTION (SUB-SUBNET)	5 1.2	4 1.9	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	3 0.7	2 1.0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 31

Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	1 0.2	1 0.5	0 0
OTHER DESCRIPTION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE COPY			
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.2	0 0	1 0.5
IT'S IN THE NAME/TITLE OF THE NFT	2 0.5	2 1.0	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	1 0.2	0 0	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	2 0.5	1 0.5	1 0.5
PRODUCT VISUALS (SUB-SUBNET)	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	1 0.2	1 0.5	0 0
LOGO (SUB-SUBNET)	1 0.2	0 0	1 0.5
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	1 0.2	0 0	1 0.5
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	1 0.2	1 0.5	0 0
PRODUCT RELATED (NET)	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 31

Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
PRODUCT BRAND/MANUFACTURER (SUBNET)	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.2	1 0.5	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	5 1.2	3 1.4	2 1.0
BRAND SALES (SUBNET)	4 1.0	2 1.0	2 1.0
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	1 0.2	1 0.5	0 0
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	1 0.2	1 0.5	0 0
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.2	0 0	1 0.5
OTHER BRAND SALES MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS			
STOCKX/IT'S STOCKX (UNSPEC)	2 0.5	1 0.5	1 0.5
DON'T KNOW/UNSURE (Q.366/Q.367)	5 1.2	4 1.9	1 0.5
NO MENTION OF STOCKX AT Q.365	390 94.7	194 92.8	196 96.6

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	110 41.4	69 45.4	41 36.0
MENTIONED COMPANY/BRAND AT Q.365	88 33.1	54 35.5	34 29.8
APPEARS ON THE WEBSITE (NET)	45 16.9	25 16.4	20 17.5
WEBSITE LOCATION (SUBNET)	5 1.9	2 1.3	3 2.6
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	1 0.4	1 0.7	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	4 1.5	1 0.7	3 2.6
WEBSITE COPY (SUBNET)	32 12.0	17 11.2	15 13.2
NAME/BRAND NAME (SUB-SUBNET)	14 5.3	6 3.9	8 7.0
NIKE (SUB-SUB-SUBNET)	8 3.0	3 2.0	5 4.4
IT SAYS NIKE/NIKE NAME IS SHOWN	7 2.6	3 2.0	4 3.5
IT SAYS SB DUNK	1 0.4	0 0	1 0.9
BEN & JERRY'S (SUB-SUB-SUBNET)	4 1.5	1 0.7	3 2.6
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	2 0.8	0 0	2 1.8
OTHER BEN & JERRY'S MENTIONS	2 0.8	1 0.7	1 0.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	4 1.5	1 0.7	3 2.6
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.4	1 0.7	0 0
DESCRIPTION (SUB-SUBNET)	12 4.5	8 5.3	4 3.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	12 4.5	8 5.3	4 3.5
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	1 0.4	1 0.7	0 0
OTHER DESCRIPTION MENTIONS	1 0.4	1 0.7	0 0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	6 2.3	2 1.3	4 3.5
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	2 0.8	0 0	2 1.8
IT'S IN THE NAME/TITLE OF THE NFT	2 0.8	2 1.3	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	1 0.4	0 0	1 0.9
WEBSITE/PRODUCT VISUALS (SUBNET)	10 3.8	8 5.3	2 1.8
PRODUCT VISUALS (SUB-SUBNET)	6 2.3	6 3.9	0 0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	3 1.1	3 2.0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
HAS/SAYS NIKE ON THE SHOE	1 0.4	1 0.7	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	1 0.4	1 0.7	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	1 0.4	1 0.7	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	1 0.4	1 0.7	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	2 0.8	2 1.3	0 0
LOGO (SUB-SUBNET)	3 1.1	2 1.3	1 0.9
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	2 0.8	1 0.7	1 0.9
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	1 0.4	1 0.7	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	1 0.4	1 0.7	0 0
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.4	0 0	1 0.9
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	1 0.4	1 0.7	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	9 3.4	6 3.9	3 2.6
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.4	1 0.7	0 0
PRODUCT RELATED (NET)	16 6.0	14 9.2	2 1.8
PRODUCT ATTRIBUTES (SUBNET)	5 1.9	4 2.6	1 0.9
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	2 0.8	1 0.7	1 0.9
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	1 0.4	1 0.7	0 0
OTHER PRODUCT ATTRIBUTES MENTIONS	2 0.8	2 1.3	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	10 3.8	9 5.9	1 0.9
NIKE PRODUCT (SUB-SUBNET)	7 2.6	6 3.9	1 0.9
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	3 1.1	2 1.3	1 0.9
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	4 1.5	4 2.6	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	2 0.8	2 1.3	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.4	1 0.7	0 0
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	2 0.8	2 1.3	0 0
BRAND HERITAGE/REPUTATION (NET)	6 2.3	6 3.9	0 0
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	2 0.8	2 1.3	0 0
NIKE IS A SHOE COMPANY	1 0.4	1 0.7	0 0
NIKE IS A CLOTHING/SPORTSWEAR COMPANY	1 0.4	1 0.7	0 0
NIKE MAKES SNEAKERS FOR NBA TEAMS/PLAYERS	1 0.4	1 0.7	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.4	1 0.7	0 0
RELIABLE/TRUSTWORTHY BRAND	1 0.4	1 0.7	0 0
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.4	1 0.7	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	4 1.5	4 2.6	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	21 7.9	13 8.6	8 7.0
BRAND COLLABORATION (SUBNET)	8 3.0	5 3.3	3 2.6

TARGET RESEARCH GROUP INC.  
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Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
COLLABORATION WITH NIKE (SUB- SUBNET)	2 0.8	2 1.3	0 0
NIKE'S VERSION OF BEN & JERRY'S CHUNKY DUNKY ICE CREAM	1 0.4	1 0.7	0 0
UNDEFEATED HAS COLLABORATED WITH NIKE	1 0.4	1 0.7	0 0
OFF-WHITE HAS COLLABORATED WITH NIKE	1 0.4	1 0.7	0 0
OVO HAS COLLABORATED WITH NIKE	1 0.4	1 0.7	0 0
SUPREME HAS COLLABORATED WITH NIKE	1 0.4	1 0.7	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	3 1.1	1 0.7	2 1.8
IT'S A COLLABORATION WITH BEN & JERRY'S	1 0.4	1 0.7	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 0.8	1 0.7	1 0.9
BRAND SPONSORSHIP (SUBNET)	2 0.8	2 1.3	0 0
HAS AN ENDORSEMENT CONTRACT WITH NIKE	1 0.4	1 0.7	0 0
NIKE PAYS HIM TO WEAR THEIR CLOTHING/PRODUCTS	1 0.4	1 0.7	0 0
OTHER BRAND SPONSORSHIP MENTIONS	1 0.4	1 0.7	0 0
BRAND PROMOTION/MARKETING (SUBNET)	1 0.4	1 0.7	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.4	1 0.7	0 0
BRAND SALES (SUBNET)	6 2.3	3 2.0	3 2.6
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	2 0.8	2 1.3	0 0
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	2 0.8	1 0.7	1 0.9
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.4	0 0	1 0.9
OTHER BRAND SALES MENTIONS	2 0.8	0 0	2 1.8
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THE AFFILIATION OF NIKE WITH STOCKX	1 0.4	1 0.7	0 0
JORDAN IS AN OFFSHOOT OF NIKE	1 0.4	1 0.7	0 0
JORDAN IS A PART OF NIKE AND STOCKX	1 0.4	1 0.7	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	5 1.9	1 0.7	4 3.5
PRIOR EXPERIENCE/KNOWLEDGE (NET)	2 0.8	1 0.7	1 0.9
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.4	1 0.7	0 0
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	1 0.4	0 0	1 0.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
MISCELLANEOUS			
IT'S OBVIOUS	1 0.4	0 0	1 0.9
NIKE/IT'S NIKE (UNSPEC)	1 0.4	1 0.7	0 0
STOCKX/IT'S STOCKX (UNSPEC)	1 0.4	1 0.7	0 0
OTHER MISCELLANEOUS MENTIONS	1 0.4	0 0	1 0.9
DON'T KNOW/UNSURE (Q.366/Q.367)	16 6.0	8 5.3	8 7.0
DON'T KNOW/UNSURE (Q.365)	22 8.3	15 9.9	7 6.1
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	74 27.8	45 29.6	29 25.4
DON'T KNOW/UNSURE (Q.360)	82 30.8	38 25.0	44 38.6

TARGET RESEARCH GROUP INC.  
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Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	66 42.9	39 52.0	27 34.2
MENTIONED COMPANY/BRAND AT Q.365	56 36.4	34 45.3	22 27.8
APPEARS ON THE WEBSITE (NET)	28 18.2	16 21.3	12 15.2
WEBSITE LOCATION (SUBNET)	3 1.9	1 1.3	2 2.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	3 1.9	1 1.3	2 2.5
WEBSITE COPY (SUBNET)	22 14.3	11 14.7	11 13.9
NAME/BRAND NAME (SUB-SUBNET)	10 6.5	6 8.0	4 5.1
NIKE (SUB-SUB-SUBNET)	6 3.9	3 4.0	3 3.8
IT SAYS NIKE/NIKE NAME IS SHOWN	4 2.6	2 2.7	2 2.5
IT SAYS NFT NIKE	1 0.6	1 1.3	0 0
IT SAYS SB DUNK	1 0.6	0 0	1 1.3
BEN & JERRY'S (SUB-SUB-SUBNET)	2 1.3	0 0	2 2.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	1 0.6	0 0	1 1.3
OTHER BEN & JERRY'S MENTIONS	1 0.6	0 0	1 1.3

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	3 1.9	2 2.7	1 1.3
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.6	1 1.3	0 0
DESCRIPTION (SUB-SUBNET)	7 4.5	4 5.3	3 3.8
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	7 4.5	4 5.3	3 3.8
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	1 0.6	1 1.3	0 0
OTHER DESCRIPTION MENTIONS	1 0.6	1 1.3	0 0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	4 2.6	1 1.3	3 3.8
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.6	0 0	1 1.3
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	1 0.6	1 1.3	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	2 1.3	0 0	2 2.5
WEBSITE/PRODUCT VISUALS (SUBNET)	10 6.5	8 10.7	2 2.5
PRODUCT VISUALS (SUB-SUBNET)	8 5.2	8 10.7	0 0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	3 1.9	3 4.0	0 0

TARGET RESEARCH GROUP INC.  
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Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
HAS/SAYS NIKE ON THE SHOE	1 0.6	1 1.3	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	1 0.6	1 1.3	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	1 0.6	1 1.3	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	1 0.6	1 1.3	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	4 2.6	4 5.3	0 0
LOGO (SUB-SUBNET)	2 1.3	1 1.3	1 1.3
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	2 1.3	1 1.3	1 1.3
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	2 1.3	1 1.3	1 1.3
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	1 0.6	1 1.3	0 0
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	5 3.2	4 5.3	1 1.3
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.6	1 1.3	0 0



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Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
PRODUCT RELATED (NET)	13 8.4	10 13.3	3 3.8
PRODUCT ATTRIBUTES (SUBNET)	4 2.6	2 2.7	2 2.5
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	2 1.3	0 0	2 2.5
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	1 0.6	1 1.3	0 0
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.6	1 1.3	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	10 6.5	9 12.0	1 1.3
NIKE PRODUCT (SUB-SUBNET)	7 4.5	6 8.0	1 1.3
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	3 1.9	2 2.7	1 1.3
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	4 2.6	4 5.3	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	2 1.3	2 2.7	0 0
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.6	1 1.3	0 0
BRAND HERITAGE/REPUTATION (NET)	1 0.6	1 1.3	0 0

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Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.6	1 1.3	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	1 0.6	1 1.3	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	13 8.4	8 10.7	5 6.3
BRAND COLLABORATION (SUBNET)	4 2.6	2 2.7	2 2.5
COLLABORATION WITH NIKE (SUB- SUBNET)	1 0.6	1 1.3	0 0
UNDEFEATED HAS COLLABORATED WITH NIKE	1 0.6	1 1.3	0 0
OFF-WHITE HAS COLLABORATED WITH NIKE	1 0.6	1 1.3	0 0
OVO HAS COLLABORATED WITH NIKE	1 0.6	1 1.3	0 0
SUPREME HAS COLLABORATED WITH NIKE	1 0.6	1 1.3	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	1 0.6	0 0	1 1.3
IT'S A COLLABORATION WITH BEN & JERRY'S	1 0.6	1 1.3	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	1 0.6	0 0	1 1.3
BRAND SPONSORSHIP (SUBNET)	1 0.6	1 1.3	0 0

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Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
OTHER BRAND SPONSORSHIP MENTIONS	1 0.6	1 1.3	0 0
BRAND SALES (SUBNET)	5 3.2	2 2.7	3 3.8
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	2 1.3	1 1.3	1 1.3
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	2 1.3	1 1.3	1 1.3
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.6	0 0	1 1.3
OTHER BRAND SALES MENTIONS	1 0.6	0 0	1 1.3
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THE AFFILIATION OF NIKE WITH STOCKX	1 0.6	1 1.3	0 0
JORDAN IS A PART OF NIKE AND STOCKX	1 0.6	1 1.3	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	3 1.9	2 2.7	1 1.3
PRIOR EXPERIENCE/KNOWLEDGE (NET)	2 1.3	0 0	2 2.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	2 1.3	0 0	2 2.5
MISCELLANEOUS			
IT'S OBVIOUS	1 0.6	0 0	1 1.3
NIKE/IT'S NIKE (UNSPEC)	1 0.6	1 1.3	0 0

TARGET RESEARCH GROUP INC.  
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Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
STOCKX/IT'S STOCKX (UNSPEC)	1 0.6	0 0	1 1.3
UNIQUE/INNOVATIVE	1 0.6	0 0	1 1.3
OTHER MISCELLANEOUS MENTIONS	2 1.3	1 1.3	1 1.3
DON'T KNOW/UNSURE (Q.366/Q.367)	9 5.8	5 6.7	4 5.1
DON'T KNOW/UNSURE (Q.365)	10 6.5	5 6.7	5 6.3
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	41 26.6	19 25.3	22 27.8
DON'T KNOW/UNSURE (Q.360)	47 30.5	17 22.7	30 38.0

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Table 34

Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR  
APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	171 41.5	103 49.3	68 33.5
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	108 26.2	47 22.5	61 30.0
DON'T KNOW/UNSURE	133 32.3	59 28.2	74 36.5

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Table 35

Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR  
APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	124 46.6	81 53.3	43 37.7
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	57 21.4	30 19.7	27 23.7
DON'T KNOW/UNSURE	85 32.0	41 27.0	44 38.6

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Table 36

Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR  
APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	72 46.8	41 54.7	31 39.2
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	28 18.2	10 13.3	18 22.8
DON'T KNOW/UNSURE	54 35.1	24 32.0	30 38.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 37

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	171 41.5	103 49.3	68 33.5
BEN & JERRY'S (NET)	40 9.7	24 11.5	16 7.9
BEN & JERRY'S	39 9.5	23 11.0	16 7.9
OTHER BEN & JERRY'S MENTIONS	1 0.2	1 0.5	0 0
NIKE (NET)	68 16.5	40 19.1	28 13.8
JORDAN (SUBNET)	4 1.0	1 0.5	3 1.5
JORDAN/JORDANS	4 1.0	1 0.5	3 1.5
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	65 15.8	39 18.7	26 12.8
DUNK LOW	1 0.2	0 0	1 0.5
STOCKX (NET)	19 4.6	10 4.8	9 4.4
STOCKX	15 3.6	6 2.9	9 4.4
VAULT	1 0.2	1 0.5	0 0
VAULT NFT	2 0.5	2 1.0	0 0
OTHER STOCKX MENTIONS	1 0.2	1 0.5	0 0



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Table 37

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS BRANDS			
AMAZON	3 0.7	2 1.0	1 0.5
ADIDAS	7 1.7	3 1.4	4 2.0
NEW BALANCE	1 0.2	1 0.5	0 0
PUMA	5 1.2	2 1.0	3 1.5
OTHER MISCELLANEOUS BRANDS MENTIONS	4 1.0	3 1.4	1 0.5
PRODUCT TYPE (NET)	5 1.2	3 1.4	2 1.0
FOOD (SUBNET)	1 0.2	1 0.5	0 0
ICE CREAM	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	4 1.0	2 1.0	2 1.0
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	5 1.2	3 1.4	2 1.0
DON'T KNOW/UNSURE (Q.375)	55 13.3	35 16.7	20 9.9
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	108 26.2	47 22.5	61 30.0
DON'T KNOW/UNSURE (Q.370)	133 32.3	59 28.2	74 36.5

TARGET RESEARCH GROUP INC.  
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Table 38

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	124 46.6	81 53.3	43 37.7
BEN & JERRY'S (NET)	33 12.4	21 13.8	12 10.5
BEN & JERRY'S	32 12.0	20 13.2	12 10.5
OTHER BEN & JERRY'S MENTIONS	1 0.4	1 0.7	0 0
NIKE (NET)	55 20.7	35 23.0	20 17.5
JORDAN (SUBNET)	3 1.1	1 0.7	2 1.8
JORDAN/JORDANS	3 1.1	1 0.7	2 1.8
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	53 19.9	34 22.4	19 16.7
STOCKX (NET)	13 4.9	8 5.3	5 4.4
STOCKX	9 3.4	4 2.6	5 4.4
VAULT	1 0.4	1 0.7	0 0
VAULT NFT	2 0.8	2 1.3	0 0
OTHER STOCKX MENTIONS	1 0.4	1 0.7	0 0

TARGET RESEARCH GROUP INC.  
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Table 38

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
MISCELLANEOUS BRANDS			
AMAZON	1 0.4	0 0	1 0.9
ADIDAS	5 1.9	2 1.3	3 2.6
NEW BALANCE	1 0.4	1 0.7	0 0
PUMA	3 1.1	1 0.7	2 1.8
OTHER MISCELLANEOUS BRANDS MENTIONS	2 0.8	1 0.7	1 0.9
PRODUCT TYPE (NET)	5 1.9	3 2.0	2 1.8
FOOD (SUBNET)	1 0.4	1 0.7	0 0
ICE CREAM	1 0.4	1 0.7	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	4 1.5	2 1.3	2 1.8
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	4 1.5	3 2.0	1 0.9
DON'T KNOW/UNSURE (Q.375)	38 14.3	27 17.8	11 9.6
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	57 21.4	30 19.7	27 23.7

TARGET RESEARCH GROUP INC.  
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Table 38

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
DON'T KNOW/UNSURE (Q.370)	85 32.0	41 27.0	44 38.6

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Table 39

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	72 46.8	41 54.7	31 39.2
BEN & JERRY'S (NET)	21 13.6	11 14.7	10 12.7
BEN & JERRY'S	21 13.6	11 14.7	10 12.7
NIKE (NET)	38 24.7	21 28.0	17 21.5
JORDAN (SUBNET)	1 0.6	0 0	1 1.3
JORDAN/JORDANS	1 0.6	0 0	1 1.3
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	37 24.0	21 28.0	16 20.3
DUNK LOW	1 0.6	0 0	1 1.3
STOCKX (NET)	13 8.4	7 9.3	6 7.6
STOCKX	10 6.5	4 5.3	6 7.6
VAULT	1 0.6	1 1.3	0 0
VAULT NFT	2 1.3	2 2.7	0 0
MISCELLANEOUS BRANDS			
NEW BALANCE	1 0.6	1 1.3	0 0

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Table 39

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
PUMA	3 1.9	2 2.7	1 1.3
OTHER MISCELLANEOUS BRANDS MENTIONS	1 0.6	1 1.3	0 0
PRODUCT TYPE (NET)	4 2.6	2 2.7	2 2.5
MISCELLANEOUS PRODUCT TYPE			
NFTS	4 2.6	2 2.7	2 2.5
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	1 0.6	0 0	1 1.3
DON'T KNOW/UNSURE (Q.375)	17 11.0	12 16.0	5 6.3
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	28 18.2	10 13.3	18 22.8
DON'T KNOW/UNSURE (Q.370)	54 35.1	24 32.0	30 38.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND MENTIONED COMPANY/BRAND AT Q.375	171 41.5	103 49.3	68 33.5
APPEARS ON THE WEBSITE (NET)	41 10.0	20 9.6	21 10.3
WEBSITE LOCATION (SUBNET)	3 0.7	2 1.0	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	2 0.5	2 1.0	0 0
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	1 0.2	0 0	1 0.5
WEBSITE EXECUTION (SUBNET)	1 0.2	0 0	1 0.5
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	1 0.2	0 0	1 0.5
WEBSITE COPY (SUBNET)	27 6.6	11 5.3	16 7.9
NAME/BRAND NAME (SUB-SUBNET)	8 1.9	3 1.4	5 2.5
NIKE (SUB-SUB-SUBNET)	2 0.5	0 0	2 1.0
IT SAYS NIKE/NIKE NAME IS SHOWN	2 0.5	0 0	2 1.0
BEN & JERRY'S (SUB-SUB-SUBNET)	2 0.5	1 0.5	1 0.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	2 0.5	1 0.5	1 0.5

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	4 1.0	2 1.0	2 1.0
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.2	0 0	1 0.5
DESCRIPTION (SUB-SUBNET)	16 3.9	6 2.9	10 4.9
OWNERSHIP (SUB-SUB-SUBNET)	3 0.7	1 0.5	2 1.0
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	3 0.7	1 0.5	2 1.0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	7 1.7	4 1.9	3 1.5
IT SAYS IT'S STOCKX VERIFIED	3 0.7	0 0	3 1.5
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	4 1.0	4 1.9	0 0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	6 1.5	1 0.5	5 2.5
OTHER DESCRIPTION MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	3 0.7	1 0.5	2 1.0
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	2 0.5	1 0.5	1 0.5



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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	2 0.5	1 0.5	1 0.5
IT'S IN THE NAME/TITLE OF THE NFT	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	2 0.5	0 0	2 1.0
WEBSITE/PRODUCT VISUALS (SUBNET)	8 1.9	5 2.4	3 1.5
PRODUCT VISUALS (SUB-SUBNET)	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	1 0.2	0 0	1 0.5
LOGO (SUB-SUBNET)	3 0.7	3 1.4	0 0
NIKE LOGO (SUB-SUB-SUBNET)	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	2 0.5	2 1.0	0 0
MISCELLANEOUS LOGO			
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	3 0.7	2 1.0	1 0.5

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	6 1.5	3 1.4	3 1.5
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.2	0 0	1 0.5
PRODUCT RELATED (NET)	16 3.9	10 4.8	6 3.0
PRODUCT ATTRIBUTES (SUBNET)	3 0.7	2 1.0	1 0.5
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	2 0.5	1 0.5	1 0.5
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.2	1 0.5	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	13 3.2	8 3.8	5 2.5
NIKE PRODUCT (SUB-SUBNET)	8 1.9	3 1.4	5 2.5
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	2 0.5	1 0.5	1 0.5
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	2 0.5	0 0	2 1.0
IT'S THEIR NIKE DUNK BRAND	1 0.2	0 0	1 0.5
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.2	0 0	1 0.5
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.2	1 0.5	0 0
THEY ARE THE RESPONSIBLE NIKE	1 0.2	1 0.5	0 0

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	3 0.7	3 1.4	0 0
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	3 0.7	3 1.4	0 0
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.2	1 0.5	0 0
BRAND HERITAGE/REPUTATION (NET)	7 1.7	4 1.9	3 1.5
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.2	1 0.5	0 0
NIKE IS IT'S OWN BRAND	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPPFUL/USEFUL SERVICES	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	5 1.2	2 1.0	3 1.5
BRAND RELATIONSHIP/AFFILIATION (NET)	35 8.5	18 8.6	17 8.4
BRAND COLLABORATION (SUBNET)	11 2.7	7 3.3	4 2.0
COLLABORATION WITH NIKE (SUB- SUBNET)	2 0.5	1 0.5	1 0.5
IT'S A COLLABORATION WITH NIKE	1 0.2	0 0	1 0.5

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE'S VERSION OF BEN & JERRY'S CHUNKY DUNKY ICE CREAM	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	3 0.7	2 1.0	1 0.5
IT'S A COLLABORATION WITH BEN & JERRY'S	1 0.2	1 0.5	0 0
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	3 0.7	2 1.0	1 0.5
BRAND PROMOTION/MARKETING (SUBNET)	1 0.2	0 0	1 0.5
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	0 0	1 0.5
BRAND SALES (SUBNET)	3 0.7	1 0.5	2 1.0
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	1 0.2	0 0	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	2 0.5	1 0.5	1 0.5
OTHER BRAND SALES MENTIONS	1 0.2	1 0.5	0 0
BRAND AUTHORIZATION (SUBNET)	19 4.6	9 4.3	10 4.9
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	8 1.9	3 1.4	5 2.5

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT HAS TO BE BECAUSE NIKE IS/HAS A TRADEMARK	1 0.2	0 0	1 0.5
NIKE CAN SUE IF NOT APPROVED	1 0.2	1 0.5	0 0
CANNOT SELL NIKE PRODUCTS ONLINE WITHOUT BEING AN AUTHORIZED SELLER	1 0.2	0 0	1 0.5
STOCKX HAS RECEIVED PERMISSION FROM NIKE TO SELL THIS PRODUCT	1 0.2	0 0	1 0.5
NIKE GAVE PERMISSION TO APPROVE THIS OFFER	1 0.2	0 0	1 0.5
OTHER BRAND AUTHORIZATION MENTIONS	8 1.9	5 2.4	3 1.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
NIKE WOULD OWN THE BRAND	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	4 1.0	3 1.4	1 0.5
PRIOR EXPERIENCE/KNOWLEDGE (NET)	2 0.5	0 0	2 1.0
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	2 0.5	0 0	2 1.0
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	1 0.2	0 0	1 0.5
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	3 0.7	1 0.5	2 1.0
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
STOCKX/IT'S STOCKX (UNSPEC)	2 0.5	0 0	2 1.0
UNIQUE/INNOVATIVE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS MENTIONS	8 1.9	6 2.9	2 1.0
DON'T KNOW/UNSURE (Q.376/Q.377)	23 5.6	18 8.6	5 2.5
DON'T KNOW/UNSURE (Q.375)	55 13.3	35 16.7	20 9.9
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	108 26.2	47 22.5	61 30.0
DON'T KNOW/UNSURE (Q.370)	133 32.3	59 28.2	74 36.5

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Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED NIKE AT Q.375	68 16.5	40 19.1	28 13.8
APPEARS ON THE WEBSITE (NET)	19 4.6	9 4.3	10 4.9
WEBSITE EXECUTION (SUBNET)	1 0.2	0 0	1 0.5
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	1 0.2	0 0	1 0.5
WEBSITE COPY (SUBNET)	10 2.4	4 1.9	6 3.0
NAME/BRAND NAME (SUB-SUBNET)	2 0.5	0 0	2 1.0
NIKE (SUB-SUB-SUBNET)	2 0.5	0 0	2 1.0
IT SAYS NIKE/NIKE NAME IS SHOWN	2 0.5	0 0	2 1.0
MISCELLANEOUS NAME/BRAND NAME			
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.2	0 0	1 0.5
DESCRIPTION (SUB-SUBNET)	7 1.7	3 1.4	4 2.0
OWNERSHIP (SUB-SUB-SUBNET)	2 0.5	1 0.5	1 0.5
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	2 0.5	1 0.5	1 0.5
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	3 0.7	2 1.0	1 0.5
IT SAYS IT'S STOCKX VERIFIED	1 0.2	0 0	1 0.5

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Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	1 0.2	0 0	1 0.5
OTHER DESCRIPTION MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	1 0.2	1 0.5	0 0
IT'S IN THE NAME/TITLE OF THE NET	1 0.2	0 0	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	3 0.7	2 1.0	1 0.5
PRODUCT VISUALS (SUB-SUBNET)	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	1 0.2	0 0	1 0.5
LOGO (SUB-SUBNET)	2 0.5	2 1.0	0 0
NIKE LOGO (SUB-SUB-SUBNET)	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	2 0.5	2 1.0	0 0
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	5 1.2	3 1.4	2 1.0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
PRODUCT RELATED (NET)	13 3.2	8 3.8	5 2.5
PRODUCT ATTRIBUTES (SUBNET)	2 0.5	2 1.0	0 0
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	1 0.2	1 0.5	0 0
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.2	1 0.5	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	12 2.9	7 3.3	5 2.5
NIKE PRODUCT (SUB-SUBNET)	8 1.9	3 1.4	5 2.5
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	2 0.5	1 0.5	1 0.5
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	2 0.5	0 0	2 1.0
IT'S THEIR NIKE DUNK BRAND	1 0.2	0 0	1 0.5
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.2	0 0	1 0.5
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.2	1 0.5	0 0
THEY ARE THE RESPONSIBLE NIKE	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	3 0.7	3 1.4	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	2 0.5	2 1.0	0 0
BRAND HERITAGE/REPUTATION (NET)	3 0.7	2 1.0	1 0.5
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.2	1 0.5	0 0
NIKE IS IT'S OWN BRAND	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	1 0.2	0 0	1 0.5
BRAND RELATIONSHIP/AFFILIATION (NET)	20 4.9	10 4.8	10 4.9
BRAND COLLABORATION (SUBNET)	4 1.0	3 1.4	1 0.5
COLLABORATION WITH NIKE (SUB- SUBNET)	1 0.2	0 0	1 0.5
IT'S A COLLABORATION WITH NIKE	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND COLLABORATION			
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 0.5	2 1.0	0 0
BRAND PROMOTION/MARKETING (SUBNET)	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	0 0	1 0.5
BRAND AUTHORIZATION (SUBNET)	13 3.2	5 2.4	8 3.9
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	5 1.2	2 1.0	3 1.5
IT HAS TO BE BECAUSE NIKE IS/HAS A TRADEMARK	1 0.2	0 0	1 0.5
NIKE CAN SUE IF NOT APPROVED	1 0.2	1 0.5	0 0
CANNOT SELL NIKE PRODUCTS ONLINE WITHOUT BEING AN AUTHORIZED SELLER	1 0.2	0 0	1 0.5
STOCKX HAS RECEIVED PERMISSION FROM NIKE TO SELL THIS PRODUCT	1 0.2	0 0	1 0.5
NIKE GAVE PERMISSION TO APPROVE THIS OFFER	1 0.2	0 0	1 0.5
OTHER BRAND AUTHORIZATION MENTIONS	5 1.2	2 1.0	3 1.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
NIKE WOULD OWN THE BRAND	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	1 0.2	0 0	1 0.5
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS MENTIONS	4 1.0	4 1.9	0 0
DON'T KNOW/UNSURE (Q.376/Q.377)	10 2.4	8 3.8	2 1.0
NO MENTION OF NIKE AT Q.750	344 83.5	169 80.9	175 86.2

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 42

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED STOCKX AT Q.375	19 4.6	10 4.8	9 4.4
APPEARS ON THE WEBSITE (NET)	8 1.9	3 1.4	5 2.5
WEBSITE LOCATION (SUBNET)	3 0.7	2 1.0	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	2 0.5	2 1.0	0 0
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	1 0.2	0 0	1 0.5
WEBSITE COPY (SUBNET)	3 0.7	0 0	3 1.5
DESCRIPTION (SUB-SUBNET)	3 0.7	0 0	3 1.5
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	2 0.5	0 0	2 1.0
IT SAYS IT'S STOCKX VERIFIED	2 0.5	0 0	2 1.0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	1 0.2	0 0	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	2 0.5	1 0.5	1 0.5
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	2 0.5	1 0.5	1 0.5
PRODUCT RELATED (NET)	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
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Table 42

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.2	1 0.5	0 0
BRAND HERITAGE/REPUTATION (NET)	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	1 0.2	1 0.5	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	6 1.5	3 1.4	3 1.5
BRAND COLLABORATION (SUBNET)	2 0.5	0 0	2 1.0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	1 0.2	0 0	1 0.5
BRAND SALES (SUBNET)	2 0.5	1 0.5	1 0.5
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	1 0.2	0 0	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.2	1 0.5	0 0
BRAND AUTHORIZATION (SUBNET)	1 0.2	1 0.5	0 0
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 42

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS			
STOCKX/IT'S STOCKX (UNSPEC)	2 0.5	0 0	2 1.0
OTHER MISCELLANEOUS MENTIONS	1 0.2	0 0	1 0.5
DON'T KNOW/UNSURE (Q.376/Q.377)	2 0.5	2 1.0	0 0
NO MENTION OF STOCKX AT Q.750	393 95.4	199 95.2	194 95.6

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	124 46.6	81 53.3	43 37.7
MENTIONED COMPANY/BRAND AT Q.375	86 32.3	54 35.5	32 28.1
APPEARS ON THE WEBSITE (NET)	31 11.7	18 11.8	13 11.4
WEBSITE LOCATION (SUBNET)	2 0.8	1 0.7	1 0.9
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	1 0.4	1 0.7	0 0
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	1 0.4	0 0	1 0.9
WEBSITE EXECUTION (SUBNET)	1 0.4	0 0	1 0.9
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	1 0.4	0 0	1 0.9
WEBSITE COPY (SUBNET)	20 7.5	10 6.6	10 8.8
NAME/BRAND NAME (SUB-SUBNET)	7 2.6	3 2.0	4 3.5
NIKE (SUB-SUB-SUBNET)	1 0.4	0 0	1 0.9
IT SAYS NIKE/NIKE NAME IS SHOWN	1 0.4	0 0	1 0.9
BEN & JERRY'S (SUB-SUB-SUBNET)	2 0.8	1 0.7	1 0.9
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	2 0.8	1 0.7	1 0.9



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	4 1.5	2 1.3	2 1.8
DESCRIPTION (SUB-SUBNET)	11 4.1	6 3.9	5 4.4
OWNERSHIP (SUB-SUB-SUBNET)	3 1.1	1 0.7	2 1.8
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	3 1.1	1 0.7	2 1.8
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	6 2.3	4 2.6	2 1.8
IT SAYS IT'S STOCKX VERIFIED	2 0.8	0 0	2 1.8
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	4 1.5	4 2.6	0 0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	3 1.1	1 0.7	2 1.8
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	2 0.8	0 0	2 1.8
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	2 0.8	1 0.7	1 0.9
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	2 0.8	1 0.7	1 0.9
IT'S IN THE NAME/TITLE OF THE NFT	1 0.4	0 0	1 0.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	2 0.8	0 0	2 1.8
WEBSITE/PRODUCT VISUALS (SUBNET)	5 1.9	5 3.3	0 0
LOGO (SUB-SUBNET)	3 1.1	3 2.0	0 0
NIKE LOGO (SUB-SUB-SUBNET)	2 0.8	2 1.3	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	2 0.8	2 1.3	0 0
MISCELLANEOUS LOGO			
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	1 0.4	1 0.7	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	2 0.8	2 1.3	0 0
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	5 1.9	3 2.0	2 1.8
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.4	0 0	1 0.9
PRODUCT RELATED (NET)	13 4.9	8 5.3	5 4.4
PRODUCT ATTRIBUTES (SUBNET)	2 0.8	2 1.3	0 0
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	1 0.4	1 0.7	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.4	1 0.7	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	11 4.1	6 3.9	5 4.4
NIKE PRODUCT (SUB-SUBNET)	8 3.0	3 2.0	5 4.4
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	2 0.8	1 0.7	1 0.9
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	2 0.8	0 0	2 1.8
IT'S THEIR NIKE DUNK BRAND	1 0.4	0 0	1 0.9
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.4	0 0	1 0.9
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.4	1 0.7	0 0
THEY ARE THE RESPONSIBLE NIKE	1 0.4	1 0.7	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	2 0.8	2 1.3	0 0
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	2 0.8	2 1.3	0 0
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.4	1 0.7	0 0

TARGET RESEARCH GROUP INC.  
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Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
BRAND HERITAGE/REPUTATION (NET)	5 1.9	2 1.3	3 2.6
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPPFUL/USEFUL SERVICES	1 0.4	1 0.7	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	4 1.5	1 0.7	3 2.6
BRAND RELATIONSHIP/AFFILIATION (NET)	32 12.0	17 11.2	15 13.2
BRAND COLLABORATION (SUBNET)	11 4.1	7 4.6	4 3.5
COLLABORATION WITH NIKE (SUB- SUBNET)	2 0.8	1 0.7	1 0.9
IT'S A COLLABORATION WITH NIKE	1 0.4	0 0	1 0.9
NIKE'S VERSION OF BEN & JERRY'S CHUNKY DUNKY ICE CREAM	1 0.4	1 0.7	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	3 1.1	2 1.3	1 0.9
IT'S A COLLABORATION WITH BEN & JERRY'S	1 0.4	1 0.7	0 0
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	3 1.1	2 1.3	1 0.9
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	3 1.1	2 1.3	1 0.9
BRAND PROMOTION/MARKETING (SUBNET)	1 0.4	0 0	1 0.9

TARGET RESEARCH GROUP INC.  
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Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.4	0 0	1 0.9
BRAND SALES (SUBNET)	2 0.8	1 0.7	1 0.9
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	2 0.8	1 0.7	1 0.9
OTHER BRAND SALES MENTIONS	1 0.4	1 0.7	0 0
BRAND AUTHORIZATION (SUBNET)	17 6.4	8 5.3	9 7.9
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	7 2.6	3 2.0	4 3.5
IT HAS TO BE BECAUSE NIKE IS/HAS A TRADEMARK	1 0.4	0 0	1 0.9
NIKE CAN SUE IF NOT APPROVED	1 0.4	1 0.7	0 0
CANNOT SELL NIKE PRODUCTS ONLINE WITHOUT BEING AN AUTHORIZED SELLER	1 0.4	0 0	1 0.9
STOCKX HAS RECEIVED PERMISSION FROM NIKE TO SELL THIS PRODUCT	1 0.4	0 0	1 0.9
NIKE GAVE PERMISSION TO APPROVE THIS OFFER	1 0.4	0 0	1 0.9
OTHER BRAND AUTHORIZATION MENTIONS	6 2.3	4 2.6	2 1.8
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
NIKE WOULD OWN THE BRAND	1 0.4	1 0.7	0 0

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Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	266	152	114
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	4 1.5	3 2.0	1 0.9
PRIOR EXPERIENCE/KNOWLEDGE (NET)	1 0.4	0 0	1 0.9
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.4	0 0	1 0.9
MISCELLANEOUS			
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	3 1.1	1 0.7	2 1.8
NIKE/IT'S NIKE (UNSPEC)	1 0.4	1 0.7	0 0
STOCKX/IT'S STOCKX (UNSPEC)	1 0.4	0 0	1 0.9
OTHER MISCELLANEOUS MENTIONS	4 1.5	4 2.6	0 0
DON'T KNOW/UNSURE (Q.376/Q.377)	15 5.6	13 8.6	2 1.8
DON'T KNOW/UNSURE (Q.375)	38 14.3	27 17.8	11 9.6
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	57 21.4	30 19.7	27 23.7
DON'T KNOW/UNSURE (Q.370)	85 32.0	41 27.0	44 38.6

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	72 46.8	41 54.7	31 39.2
MENTIONED COMPANY/BRAND AT Q.375	55 35.7	29 38.7	26 32.9
APPEARS ON THE WEBSITE (NET)	24 15.6	10 13.3	14 17.7
WEBSITE LOCATION (SUBNET)	1 0.6	1 1.3	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	1 0.6	1 1.3	0 0
WEBSITE EXECUTION (SUBNET)	1 0.6	0 0	1 1.3
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	1 0.6	0 0	1 1.3
WEBSITE COPY (SUBNET)	17 11.0	5 6.7	12 15.2
NAME/BRAND NAME (SUB-SUBNET)	4 2.6	1 1.3	3 3.8
NIKE (SUB-SUB-SUBNET)	1 0.6	0 0	1 1.3
IT SAYS NIKE/NIKE NAME IS SHOWN	1 0.6	0 0	1 1.3
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	3 1.9	1 1.3	2 2.5
DESCRIPTION (SUB-SUBNET)	11 7.1	3 4.0	8 10.1
OWNERSHIP (SUB-SUB-SUBNET)	2 1.3	1 1.3	1 1.3

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	2 1.3	1 1.3	1 1.3
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	4 2.6	2 2.7	2 2.5
IT SAYS IT'S STOCKX VERIFIED	2 1.3	0 0	2 2.5
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	2 1.3	2 2.7	0 0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	5 3.2	0 0	5 6.3
OTHER DESCRIPTION MENTIONS	1 0.6	0 0	1 1.3
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	3 1.9	1 1.3	2 2.5
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.6	0 0	1 1.3
IT'S IN THE NAME/TITLE OF THE NFT	1 0.6	0 0	1 1.3
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	2 1.3	0 0	2 2.5
WEBSITE/PRODUCT VISUALS (SUBNET)	6 3.9	3 4.0	3 3.8
PRODUCT VISUALS (SUB-SUBNET)	1 0.6	0 0	1 1.3



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
MISCELLANEOUS PRODUCT VISUALS			
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	1 0.6	0 0	1 1.3
LOGO (SUB-SUBNET)	1 0.6	1 1.3	0 0
NIKE LOGO (SUB-SUB-SUBNET)	1 0.6	1 1.3	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	1 0.6	1 1.3	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	1 0.6	0 0	1 1.3
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	3 1.9	2 2.7	1 1.3
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	2 1.3	1 1.3	1 1.3
PRODUCT RELATED (NET)	11 7.1	6 8.0	5 6.3
PRODUCT ATTRIBUTES (SUBNET)	2 1.3	1 1.3	1 1.3
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	1 0.6	0 0	1 1.3
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.6	1 1.3	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	9 5.8	5 6.7	4 5.1

TARGET RESEARCH GROUP INC.  
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Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
NIKE PRODUCT (SUB-SUBNET)	7 4.5	3 4.0	4 5.1
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	2 1.3	1 1.3	1 1.3
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	1 0.6	0 0	1 1.3
IT'S THEIR NIKE DUNK BRAND	1 0.6	0 0	1 1.3
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.6	0 0	1 1.3
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.6	1 1.3	0 0
THEY ARE THE RESPONSIBLE NIKE	1 0.6	1 1.3	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	3 1.9	3 4.0	0 0
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.6	1 1.3	0 0
BRAND HERITAGE/REPUTATION (NET)	1 0.6	1 1.3	0 0
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.6	1 1.3	0 0
NIKE IS IT'S OWN BRAND	1 0.6	1 1.3	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	14 9.1	6 8.0	8 10.1

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
BRAND COLLABORATION (SUBNET)	5 3.2	3 4.0	2 2.5
COLLABORATION WITH NIKE (SUB- SUBNET)	1 0.6	0 0	1 1.3
IT'S A COLLABORATION WITH NIKE	1 0.6	0 0	1 1.3
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	1 0.6	1 1.3	0 0
IT'S A COLLABORATION WITH BEN & JERRY'S	1 0.6	1 1.3	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 1.3	1 1.3	1 1.3
BRAND PROMOTION/MARKETING (SUBNET)	1 0.6	0 0	1 1.3
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.6	0 0	1 1.3
BRAND SALES (SUBNET)	2 1.3	1 1.3	1 1.3
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	2 1.3	1 1.3	1 1.3
OTHER BRAND SALES MENTIONS	1 0.6	1 1.3	0 0
BRAND AUTHORIZATION (SUBNET)	8 5.2	4 5.3	4 5.1
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	4 2.6	2 2.7	2 2.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
IT HAS TO BE BECAUSE NIKE IS/HAS A TRADEMARK	1 0.6	0 0	1 1.3
CANNOT SELL NIKE PRODUCTS ONLINE WITHOUT BEING AN AUTHORIZED SELLER	1 0.6	0 0	1 1.3
STOCKX HAS RECEIVED PERMISSION FROM NIKE TO SELL THIS PRODUCT	1 0.6	0 0	1 1.3
OTHER BRAND AUTHORIZATION MENTIONS	2 1.3	2 2.7	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	2 1.3	1 1.3	1 1.3
PRIOR EXPERIENCE/KNOWLEDGE (NET)	1 0.6	0 0	1 1.3
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.6	0 0	1 1.3
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	1 0.6	0 0	1 1.3
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	1 0.6	0 0	1 1.3
NIKE/IT'S NIKE (UNSPEC)	1 0.6	1 1.3	0 0
STOCKX/IT'S STOCKX (UNSPEC)	2 1.3	0 0	2 2.5
UNIQUE/INNOVATIVE	1 0.6	0 0	1 1.3
OTHER MISCELLANEOUS MENTIONS	5 3.2	3 4.0	2 2.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	154	75	79
DON'T KNOW/UNSURE (Q.376/Q.377)	11 7.1	9 12.0	2 2.5
DON'T KNOW/UNSURE (Q.375)	17 11.0	12 16.0	5 6.3
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	28 18.2	10 13.3	18 22.8
DON'T KNOW/UNSURE (Q.370)	54 35.1	24 32.0	30 38.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 45

Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES  
THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
BEN & JERRY'S (NET)	117 28.4	57 27.3	60 29.6
BEN & JERRY'S	115 27.9	56 26.8	59 29.1
BEN & JERRY'S CHUNKY DUNKY	1 0.2	1 0.5	0 0
CHUNKY DUNKY	4 1.0	2 1.0	2 1.0
OTHER BEN & JERRY'S MENTIONS	2 0.5	1 0.5	1 0.5
NIKE (NET)	293 71.1	163 78.0	130 64.0
SB (SUBNET)	8 1.9	3 1.4	5 2.5
NIKE SB	4 1.0	1 0.5	3 1.5
SB DUNK LOW	3 0.7	1 0.5	2 1.0
SB	1 0.2	1 0.5	0 0
JORDAN (SUBNET)	17 4.1	10 4.8	7 3.4
JORDAN/JORDANS	17 4.1	10 4.8	7 3.4
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	284 68.9	159 76.1	125 61.6
NIKE AIR	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 45

Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES  
THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE DUNK	1 0.2	0 0	1 0.5
DUNK	1 0.2	0 0	1 0.5
SO DUNKS	1 0.2	1 0.5	0 0
DUNK LOW	2 0.5	0 0	2 1.0
STOCKX (NET)	168 40.8	84 40.2	84 41.4
STOCKX	157 38.1	77 36.8	80 39.4
STOCKX VAULT	5 1.2	4 1.9	1 0.5
STOCKX VAULT NFT	2 0.5	0 0	2 1.0
VAULT	4 1.0	4 1.9	0 0
VAULT NFT	3 0.7	3 1.4	0 0
OTHER STOCKX MENTIONS	2 0.5	1 0.5	1 0.5
MISCELLANEOUS BRANDS			
AMAZON	4 1.0	2 1.0	2 1.0
ADIDAS	26 6.3	11 5.3	15 7.4
NEW BALANCE	12 2.9	6 2.9	6 3.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 45

Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES  
THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
PUMA	22 5.3	8 3.8	14 6.9
OTHER MISCELLANEOUS BRANDS MENTIONS	34 8.3	16 7.7	18 8.9
PRODUCT TYPE (NET)	18 4.4	9 4.3	9 4.4
CLOTHING/APPAREL (SUBNET)	3 0.7	1 0.5	2 1.0
FOOTWEAR (SUB-SUBNET)	3 0.7	1 0.5	2 1.0
SHOES	1 0.2	1 0.5	0 0
SNEAKERS	2 0.5	0 0	2 1.0
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	1 0.2	1 0.5	0 0
ACCESSORIES (SUBNET)	1 0.2	0 0	1 0.5
WATCHES	1 0.2	0 0	1 0.5
FOOD (SUBNET)	4 1.0	3 1.4	1 0.5
ICE CREAM	4 1.0	3 1.4	1 0.5
SPORTING GOODS/EQUIPMENT (SUBNET)	1 0.2	1 0.5	0 0
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	1 0.2	1 0.5	0 0



TARGET RESEARCH GROUP INC.  
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Table 45

Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES  
THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS PRODUCT TYPE			
NFTS	8 1.9	5 2.4	3 1.5
STOCKS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	12 2.9	7 3.3	5 2.5
NO MENTION OF COMPANY/BRAND AT Q.340/ Q.365/Q.375	25 6.1	8 3.8	17 8.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED COMPANY/BRAND AT Q.340/365/ 375	387 93.9	201 96.2	186 91.6
APPEARS ON THE WEBSITE (NET)	261 63.3	141 67.5	120 59.1
WEBSITE LOCATION (SUBNET)	36 8.7	15 7.2	21 10.3
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	6 1.5	2 1.0	4 2.0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	13 3.2	6 2.9	7 3.4
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	6 1.5	3 1.4	3 1.5
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	9 2.2	3 1.4	6 3.0
OTHER WEBSITE LOCATION MENTIONS	5 1.2	1 0.5	4 2.0
WEBSITE EXECUTION (SUBNET)	14 3.4	8 3.8	6 3.0
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	10 2.4	5 2.4	5 2.5
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	2 0.5	1 0.5	1 0.5
OTHER WEBSITE EXECUTION MENTIONS	3 0.7	2 1.0	1 0.5
WEBSITE COPY (SUBNET)	177 43.0	83 39.7	94 46.3
NAME/BRAND NAME (SUB-SUBNET)	105 25.5	41 19.6	64 31.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE (SUB-SUB-SUBNET)	42 10.2	11 5.3	31 15.3
IT SAYS NIKE/NIKE NAME IS SHOWN	33 8.0	10 4.8	23 11.3
IT SAYS NIKE SB	2 0.5	0 0	2 1.0
IT SAYS NIKE SB DUNK	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK LOW	3 0.7	0 0	3 1.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
IT SAYS NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS NFT NIKE SB	1 0.2	0 0	1 0.5
IT SAYS SB DUNK	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	22 5.3	7 3.3	15 7.4
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	13 3.2	5 2.4	8 3.9
IT SAYS BEN & JERRY'S CHUNKY DUNKY	4 1.0	0 0	4 2.0
IT SAYS CHUNKY DUNKY	2 0.5	1 0.5	1 0.5
OTHER BEN & JERRY'S MENTIONS	4 1.0	1 0.5	3 1.5
STOCKX (SUB-SUB-SUBNET)	28 6.8	11 5.3	17 8.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	13 3.2	5 2.4	8 3.9
IT SAYS STOCKX VAULT	3 0.7	1 0.5	2 1.0
IT SAYS STOCKX VAULT NFT	8 1.9	3 1.4	5 2.5
IT SAYS IT'S A STOCKX TOKEN	9 2.2	3 1.4	6 3.0
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	44 10.7	17 8.1	27 13.3
IT SAYS NFT VAULT/VAULT NFT	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	2 0.5	1 0.5	1 0.5
DESCRIPTION (SUB-SUBNET)	77 18.7	38 18.2	39 19.2
OWNERSHIP (SUB-SUB-SUBNET)	18 4.4	8 3.8	10 4.9
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	13 3.2	4 1.9	9 4.4
MENTIONED THAT THE ITEM DIDN'T BELONG TO NIKE	1 0.2	1 0.5	0 0
STOCKX STATES THEY HAVE NO OWNERSHIP WITH NIKE	1 0.2	0 0	1 0.5
OTHER OWNERSHIP MENTIONS	6 1.5	4 1.9	2 1.0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	16 3.9	10 4.8	6 3.0

TARGET RESEARCH GROUP INC.  
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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT SAYS IT'S STOCKX VERIFIED	9 2.2	4 1.9	5 2.5
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	7 1.7	6 2.9	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	44 10.7	22 10.5	22 10.8
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	7 1.7	4 1.9	3 1.5
OTHER DESCRIPTION MENTIONS	6 1.5	3 1.4	3 1.5
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	33 8.0	13 6.2	20 9.9
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	14 3.4	4 1.9	10 4.9
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	12 2.9	6 2.9	6 3.0
IT'S IN THE NAME/TITLE OF THE NFT	5 1.2	3 1.4	2 1.0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	10 2.4	5 2.4	5 2.5
WEBSITE/PRODUCT VISUALS (SUBNET)	124 30.1	92 44.0	32 15.8
PRODUCT VISUALS (SUB-SUBNET)	59 14.3	51 24.4	8 3.9
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	28 6.8	27 12.9	1 0.5

TARGET RESEARCH GROUP INC.  
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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	2 0.5	2 1.0	0 0
(PRODUCT/SHOE) LOOKS LIKE/IS STYLED LIKE A NIKE PRODUCT	6 1.5	6 2.9	0 0
LOOKS LIKE A NIKE AIR JORDAN	1 0.2	1 0.5	0 0
HAS/SAYS NIKE ON THE SHOE	3 0.7	3 1.4	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	9 2.2	9 4.3	0 0
HAS/SHOWS THE NIKE LOGO ON THE SIDE OF THE SHOE/SNEAKER	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE TONGUE	2 0.5	2 1.0	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	4 1.0	4 1.9	0 0
HAS/SAYS NIKE ON THE TONGUE	2 0.5	2 1.0	0 0
LABELED AS A NIKE SHOE/PAIR OF NIKE SHOES/THE LABEL ON THE SHOES SAYS NIKE	2 0.5	1 0.5	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	8 1.9	5 2.4	3 1.5
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	8 1.9	7 3.3	1 0.5
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	21 5.1	18 8.6	3 1.5
LOGO (SUB-SUBNET)	45 10.9	39 18.7	6 3.0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE LOGO (SUB-SUB-SUBNET)	23 5.6	23 11.0	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	12 2.9	12 5.7	0 0
HAS/SHOWS THE NIKE SWOOSH	3 0.7	3 1.4	0 0
HAS/SHOWS THE NIKE SWOOSH TRADEMARK SYMBOL	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	4 1.0	4 1.9	0 0
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE CHECK	1 0.2	1 0.5	0 0
I AM FAMILIAR WITH THE NIKE LOGO	1 0.2	1 0.5	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	19 4.6	15 7.2	4 2.0
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS LOGO MENTIONS	6 1.5	4 1.9	2 1.0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	13 3.2	8 3.8	5 2.5
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	9 2.2	5 2.4	4 2.0

TARGET RESEARCH GROUP INC.  
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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IMAGE SHOWS THAT NIKE OFFERS IT	1 0.2	1 0.5	0 0
DESIGN/THE DESIGN/STYLE (UNSPEC)	13 3.2	10 4.8	3 1.5
COLOR/COLORS/COLOR SCHEME (UNSPEC)	8 1.9	7 3.3	1 0.5
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	16 3.9	8 3.8	8 3.9
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	34 8.3	20 9.6	14 6.9
IT'S THE SITE/WEBSITE	4 1.0	1 0.5	3 1.5
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	5 1.2	3 1.4	2 1.0
PRODUCT RELATED (NET)	99 24.0	59 28.2	40 19.7
PRODUCT ATTRIBUTES (SUBNET)	29 7.0	19 9.1	10 4.9
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	11 2.7	5 2.4	6 3.0
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	6 1.5	4 1.9	2 1.0
OTHER PRODUCT ATTRIBUTES MENTIONS	13 3.2	10 4.8	3 1.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	69 16.7	41 19.6	28 13.8
NIKE PRODUCT (SUB-SUBNET)	45 10.9	26 12.4	19 9.4



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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	15 3.6	8 3.8	7 3.4
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	24 5.8	17 8.1	7 3.4
IT'S A NIKE SB SHOE	1 0.2	1 0.5	0 0
IT'S THEIR NIKE DUNK BRAND	1 0.2	0 0	1 0.5
NIKE IS RESPONSIBLE FOR THE DUNK SHOE LINE	1 0.2	0 0	1 0.5
SB DUNKS ARE NIKE	1 0.2	0 0	1 0.5
IT IS THE SIGNATURE NIKE LOW DUNKS	1 0.2	1 0.5	0 0
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	2 0.5	0 0	2 1.0
IT'S AN NFT TICKET FOR A NIKE SHOE	1 0.2	0 0	1 0.5
RELEASED ORIGINALLY AS ONLY A NIKE SHOE	1 0.2	1 0.5	0 0
IT'S AN ORIGINAL DESIGN TO NIKE	2 0.5	2 1.0	0 0
SEEMS LIKE NIKE WOULD OWN SOMETHING LIKE THIS	1 0.2	0 0	1 0.5
THEY ARE THE RESPONSIBLE NIKE	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	19 4.6	14 6.7	5 2.5
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	12 2.9	7 3.3	5 2.5
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	7 1.7	5 2.4	2 1.0
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	11 2.7	8 3.8	3 1.5
BRAND HERITAGE/REPUTATION (NET)	28 6.8	13 6.2	15 7.4
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	10 2.4	6 2.9	4 2.0
LIKE NIKE/THE NIKE BRAND	1 0.2	1 0.5	0 0
NIKE IS A HIGH END BRAND	1 0.2	0 0	1 0.5
NIKE HAS GREAT VALUE	1 0.2	1 0.5	0 0
NIKE IS IT'S OWN BRAND	1 0.2	1 0.5	0 0
NIKE MAKES THE BEST SHOES TO EVER EXIST	1 0.2	1 0.5	0 0
NIKE PRODUCES/MAKES A LOT OF PRODUCTS/A VARIETY OF PRODUCTS	1 0.2	0 0	1 0.5
NIKE IS A SHOE COMPANY	1 0.2	1 0.5	0 0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE IS A CLOTHING/SPORTSWEAR COMPANY	1 0.2	1 0.5	0 0
NIKE MAKES SNEAKERS FOR NBA TEAMS/PLAYERS	1 0.2	1 0.5	0 0
NIKE OFFERS PRODUCTS/NFTS SUCH AS NIKE DUNK LOW RETRO WHITE BLACK	1 0.2	0 0	1 0.5
NIKE IS KNOWN FOR INNOVATIVE/ CREATIVE DESIGNS	1 0.2	0 0	1 0.5
NIKE IS KNOWN TO PUSH LIMITS	1 0.2	1 0.5	0 0
NIKE IS A GREAT STOCK	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	2 0.5	1 0.5	1 0.5
RELIABLE/TRUSTWORTHY BRAND	1 0.2	1 0.5	0 0
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPPFUL/USEFUL SERVICES	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	19 4.6	9 4.3	10 4.9
BRAND RELATIONSHIP/AFFILIATION (NET)	96 23.3	51 24.4	45 22.2
BRAND COLLABORATION (SUBNET)	27 6.6	14 6.7	13 6.4
COLLABORATION WITH NIKE (SUB- SUBNET)	13 3.2	7 3.3	6 3.0
IT'S A COLLABORATION WITH NIKE	6 1.5	2 1.0	4 2.0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S A COLLABORATION BETWEEN NIKE AND STOCKX	1 0.2	1 0.5	0 0
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	4 1.0	2 1.0	2 1.0
NIKE'S VERSION OF BEN & JERRY'S CHUNKY DUNKY ICE CREAM	1 0.2	1 0.5	0 0
NIKE COLLABORATED WITH A NON- SHOE BRAND	1 0.2	1 0.5	0 0
UNDEFEATED HAS COLLABORATED WITH NIKE	1 0.2	1 0.5	0 0
OFF-WHITE HAS COLLABORATED WITH NIKE	1 0.2	1 0.5	0 0
OVO HAS COLLABORATED WITH NIKE	1 0.2	1 0.5	0 0
SUPREME HAS COLLABORATED WITH NIKE	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	9 2.2	3 1.4	6 3.0
IT'S A COLLABORATION WITH BEN & JERRY'S	5 1.2	4 1.9	1 0.5
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	4 1.0	2 1.0	2 1.0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	6 1.5	3 1.4	3 1.5
BRAND SPONSORSHIP (SUBNET)	3 0.7	2 1.0	1 0.5
HAS AN ENDORSEMENT CONTRACT WITH NIKE	1 0.2	1 0.5	0 0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE PAYS HIM TO WEAR THEIR CLOTHING/PRODUCTS	1 0.2	1 0.5	0 0
OTHER BRAND SPONSORSHIP MENTIONS	2 0.5	1 0.5	1 0.5
BRAND PROMOTION/MARKETING (SUBNET)	6 1.5	3 1.4	3 1.5
OTHER BRAND PROMOTION/MARKETING MENTIONS	6 1.5	3 1.4	3 1.5
BRAND SALES (SUBNET)	46 11.2	25 12.0	21 10.3
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	14 3.4	6 2.9	8 3.9
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	8 1.9	6 2.9	2 1.0
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	10 2.4	5 2.4	5 2.5
IT'S A STOCKX OFFER OF A NIKE PRODUCT	1 0.2	0 0	1 0.5
STOCKX SELLS NIKE	1 0.2	0 0	1 0.5
NIKE IS ON STOCKX	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	3 0.7	2 1.0	1 0.5
NIKE OFFERS THE NFT	1 0.2	1 0.5	0 0
NIKE WILL USE THE PLATFORM AS A HUB TO LAUNCH VIRTUAL APPAREL LIKE TSHIRTS AND SNEAKERS	1 0.2	1 0.5	0 0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE SOLD THIS PRODUCT ORIGINALLY FOR \$100	1 0.2	1 0.5	0 0
OTHER BRAND SALES MENTIONS	12 2.9	7 3.3	5 2.5
BRAND AUTHORIZATION (SUBNET)	22 5.3	10 4.8	12 5.9
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	10 2.4	3 1.4	7 3.4
IT HAS TO BE BECAUSE NIKE IS/HAS A TRADEMARK	1 0.2	0 0	1 0.5
NIKE CAN SUE IF NOT APPROVED	1 0.2	1 0.5	0 0
CANNOT SELL NIKE PRODUCTS ONLINE WITHOUT BEING AN AUTHORIZED SELLER	1 0.2	0 0	1 0.5
STOCKX HAS RECEIVED PERMISSION FROM NIKE TO SELL THIS PRODUCT	1 0.2	0 0	1 0.5
NIKE GAVE PERMISSION TO APPROVE THIS OFFER	1 0.2	0 0	1 0.5
OTHER BRAND AUTHORIZATION MENTIONS	9 2.2	6 2.9	3 1.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
NIKE WOULD OWN THE BRAND	1 0.2	1 0.5	0 0
THE AFFILIATION OF NIKE WITH STOCKX	2 0.5	2 1.0	0 0
NIKE BUT NOT AFFILIATED WITH STOCKX	1 0.2	1 0.5	0 0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE IS NOW PART OF STOCKX VAULT	1 0.2	1 0.5	0 0
JORDAN IS AN OFFSHOOT OF NIKE	1 0.2	1 0.5	0 0
NIKE AND JORDAN ARE LINKED	1 0.2	0 0	1 0.5
NIKE AND JORDAN ARE CO-OWNED	1 0.2	1 0.5	0 0
JORDAN IS A PART OF NIKE AND STOCKX	1 0.2	1 0.5	0 0
NIKE HAD SOME SAY IN THE PROCESS	1 0.2	1 0.5	0 0
NIKE BOUGHT AN NFT COMPANY	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	16 3.9	7 3.3	9 4.4
PRIOR EXPERIENCE/KNOWLEDGE (NET)	11 2.7	4 1.9	7 3.4
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	4 1.0	1 0.5	3 1.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	8 1.9	3 1.4	5 2.5
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	3 0.7	0 0	3 1.5
IT'S OBVIOUS	2 0.5	0 0	2 1.0
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	9 2.2	3 1.4	6 3.0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE/IT'S NIKE (UNSPEC)	4 1.0	4 1.9	0 0
STOCKX/IT'S STOCKX (UNSPEC)	4 1.0	2 1.0	2 1.0
FITS WELL ACCORDING TO NIKE BENEFITS	1 0.2	0 0	1 0.5
UNIQUE/INNOVATIVE	2 0.5	0 0	2 1.0
OTHER MISCELLANEOUS MENTIONS	20 4.9	9 4.3	11 5.4
DON'TKNOW/UNSURE (Q.345/Q.346/Q.366/ Q.367/Q.376/Q.377)	111 26.9	58 27.8	53 26.1
NO MENTION OF COMPANY/BRAND AT Q.340/ Q.365/Q.375	25 6.1	8 3.8	17 8.4



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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED NIKE AT Q.340/365/375	293 71.1	163 78.0	130 64.0
APPEARS ON THE WEBSITE (NET)	174 42.2	99 47.4	75 36.9
WEBSITE LOCATION (SUBNET)	16 3.9	5 2.4	11 5.4
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	5 1.2	1 0.5	4 2.0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	8 1.9	2 1.0	6 3.0
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	1 0.2	1 0.5	0 0
OTHER WEBSITE LOCATION MENTIONS	2 0.5	1 0.5	1 0.5
WEBSITE EXECUTION (SUBNET)	7 1.7	5 2.4	2 1.0
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	6 1.5	4 1.9	2 1.0
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	1 0.2	1 0.5	0 0
WEBSITE COPY (SUBNET)	98 23.8	37 17.7	61 30.0
NAME/BRAND NAME (SUB-SUBNET)	56 13.6	16 7.7	40 19.7
NIKE (SUB-SUB-SUBNET)	39 9.5	11 5.3	28 13.8
IT SAYS NIKE/NIKE NAME IS SHOWN	30 7.3	10 4.8	20 9.9

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT SAYS NIKE SB	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK LOW	3 0.7	0 0	3 1.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
IT SAYS NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS NFT NIKE SB	1 0.2	0 0	1 0.5
IT SAYS SB DUNK	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	2 0.5	1 0.5	1 0.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	1 0.2	0 0	1 0.5
IT SAYS CHUNKY DUNKY	1 0.2	1 0.5	0 0
STOCKX (SUB-SUB-SUBNET)	4 1.0	2 1.0	2 1.0
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	1 0.2	0 0	1 0.5
IT SAYS STOCKX VAULT	1 0.2	1 0.5	0 0
IT SAYS STOCKX VAULT NFT	2 0.5	1 0.5	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	18 4.4	3 1.4	15 7.4

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.2	0 0	1 0.5
DESCRIPTION (SUB-SUBNET)	36 8.7	17 8.1	19 9.4
OWNERSHIP (SUB-SUB-SUBNET)	3 0.7	1 0.5	2 1.0
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	2 0.5	1 0.5	1 0.5
STOCKX STATES THEY HAVE NO OWNERSHIP WITH NIKE	1 0.2	0 0	1 0.5
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	4 1.0	3 1.4	1 0.5
IT SAYS IT'S STOCKX VERIFIED	1 0.2	0 0	1 0.5
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	3 0.7	3 1.4	0 0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	27 6.6	14 6.7	13 6.4
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	1 0.2	0 0	1 0.5
OTHER DESCRIPTION MENTIONS	2 0.5	0 0	2 1.0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	21 5.1	7 3.3	14 6.9
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	7 1.7	1 0.5	6 3.0

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	4 1.0	1 0.5	3 1.5
IT'S IN THE NAME/TITLE OF THE NFT	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	3 0.7	2 1.0	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	80 19.4	72 34.4	8 3.9
PRODUCT VISUALS (SUB-SUBNET)	45 10.9	41 19.6	4 2.0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	27 6.6	26 12.4	1 0.5
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	2 0.5	2 1.0	0 0
(PRODUCT/SHOE) LOOKS LIKE/IS STYLED LIKE A NIKE PRODUCT	6 1.5	6 2.9	0 0
LOOKS LIKE A NIKE AIR JORDAN	1 0.2	1 0.5	0 0
HAS/SAYS NIKE ON THE SHOE	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	9 2.2	9 4.3	0 0
HAS/SHOWS THE NIKE LOGO ON THE SIDE OF THE SHOE/SNEAKER	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE TONGUE	2 0.5	2 1.0	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	4 1.0	4 1.9	0 0
HAS/SAYS NIKE ON THE TONGUE	2 0.5	2 1.0	0 0

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
LABELED AS A NIKE SHOE/PAIR OF NIKE SHOES/THE LABEL ON THE SHOES SAYS NIKE	2 0.5	1 0.5	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	3 0.7	3 1.4	0 0
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	8 1.9	7 3.3	1 0.5
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	9 2.2	7 3.3	2 1.0
LOGO (SUB-SUBNET)	33 8.0	33 15.8	0 0
NIKE LOGO (SUB-SUB-SUBNET)	23 5.6	23 11.0	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	12 2.9	12 5.7	0 0
HAS/SHOWS THE NIKE SWOOSH	3 0.7	3 1.4	0 0
HAS/SHOWS THE NIKE SWOOSH TRADEMARK SYMBOL	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	4 1.0	4 1.9	0 0
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE CHECK	1 0.2	1 0.5	0 0
I AM FAMILIAR WITH THE NIKE LOGO	1 0.2	1 0.5	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	10 2.4	10 4.8	0 0

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER MISCELLANEOUS LOGO MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	4 1.0	2 1.0	2 1.0
IMAGE SHOWS THAT NIKE OFFERS IT	1 0.2	1 0.5	0 0
DESIGN/THE DESIGN/STYLE (UNSPEC)	8 1.9	7 3.3	1 0.5
COLOR/COLORS/COLOR SCHEME (UNSPEC)	4 1.0	3 1.4	1 0.5
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	3 0.7	2 1.0	1 0.5
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	15 3.6	9 4.3	6 3.0
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.2	1 0.5	0 0
PRODUCT RELATED (NET)	76 18.4	46 22.0	30 14.8
PRODUCT ATTRIBUTES (SUBNET)	14 3.4	10 4.8	4 2.0
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	6 1.5	3 1.4	3 1.5
OTHER PRODUCT ATTRIBUTES MENTIONS	8 1.9	7 3.3	1 0.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	60 14.6	36 17.2	24 11.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE PRODUCT (SUB-SUBNET)	44 10.7	25 12.0	19 9.4
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	15 3.6	8 3.8	7 3.4
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	23 5.6	16 7.7	7 3.4
IT'S A NIKE SB SHOE	1 0.2	1 0.5	0 0
IT'S THEIR NIKE DUNK BRAND	1 0.2	0 0	1 0.5
NIKE IS RESPONSIBLE FOR THE DUNK SHOE LINE	1 0.2	0 0	1 0.5
SB DUNKS ARE NIKE	1 0.2	0 0	1 0.5
IT IS THE SIGNATURE NIKE LOW DUNKS	1 0.2	1 0.5	0 0
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	2 0.5	0 0	2 1.0
IT'S AN NFT TICKET FOR A NIKE SHOE	1 0.2	0 0	1 0.5
RELEASED ORIGINALLY AS ONLY A NIKE SHOE	1 0.2	1 0.5	0 0
IT'S AN ORIGINAL DESIGN TO NIKE	2 0.5	2 1.0	0 0
SEEMS LIKE NIKE WOULD OWN SOMETHING LIKE THIS	1 0.2	0 0	1 0.5
THEY ARE THE RESPONSIBLE NIKE	1 0.2	1 0.5	0 0

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	16 3.9	12 5.7	4 2.0
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	4 1.0	3 1.4	1 0.5
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	6 1.5	5 2.4	1 0.5
BRAND HERITAGE/REPUTATION (NET)	13 3.2	7 3.3	6 3.0
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	6 1.5	4 1.9	2 1.0
LIKE NIKE/THE NIKE BRAND	1 0.2	1 0.5	0 0
NIKE IS A HIGH END BRAND	1 0.2	0 0	1 0.5
NIKE HAS GREAT VALUE	1 0.2	1 0.5	0 0
NIKE IS IT'S OWN BRAND	1 0.2	1 0.5	0 0
NIKE MAKES THE BEST SHOES TO EVER EXIST	1 0.2	1 0.5	0 0
NIKE PRODUCES/MAKES A LOT OF PRODUCTS/A VARIETY OF PRODUCTS	1 0.2	0 0	1 0.5
NIKE OFFERS PRODUCTS/NETS SUCH AS NIKE DUNK LOW RETRO WHITE BLACK	1 0.2	0 0	1 0.5



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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE IS KNOWN TO PUSH LIMITS	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.2	0 0	1 0.5
RELIABLE/TRUSTWORTHY BRAND	1 0.2	1 0.5	0 0
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	6 1.5	3 1.4	3 1.5
BRAND RELATIONSHIP/AFFILIATION (NET)	45 10.9	25 12.0	20 9.9
BRAND COLLABORATION (SUBNET)	13 3.2	6 2.9	7 3.4
COLLABORATION WITH NIKE (SUB- SUBNET)	5 1.2	2 1.0	3 1.5
IT'S A COLLABORATION WITH NIKE	2 0.5	0 0	2 1.0
IT'S A COLLABORATION BETWEEN NIKE AND STOCKX	1 0.2	1 0.5	0 0
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	2 0.5	1 0.5	1 0.5
NIKE COLLABORATED WITH A NON- SHOE BRAND	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	3 0.7	0 0	3 1.5

TARGET RESEARCH GROUP INC.  
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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	4 1.0	3 1.4	1 0.5
BRAND PROMOTION/MARKETING (SUBNET)	1 0.2	0 0	1 0.5
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	0 0	1 0.5
BRAND SALES (SUBNET)	13 3.2	9 4.3	4 2.0
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	3 0.7	2 1.0	1 0.5
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	2 0.5	1 0.5	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.2	0 0	1 0.5
STOCKX SELLS NIKE	1 0.2	0 0	1 0.5
NIKE IS ON STOCKX	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	2 0.5	2 1.0	0 0
NIKE OFFERS THE NFT	1 0.2	1 0.5	0 0
NIKE WILL USE THE PLATFORM AS A HUB TO LAUNCH VIRTUAL APPAREL LIKE TSHIRTS AND SNEAKERS	1 0.2	1 0.5	0 0
NIKE SOLD THIS PRODUCT ORIGINALLY FOR \$100	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
BRAND AUTHORIZATION (SUBNET)	14 3.4	5 2.4	9 4.4
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	6 1.5	2 1.0	4 2.0
IT HAS TO BE BECAUSE NIKE IS/HAS A TRADEMARK	1 0.2	0 0	1 0.5
NIKE CAN SUE IF NOT APPROVED	1 0.2	1 0.5	0 0
CANNOT SELL NIKE PRODUCTS ONLINE WITHOUT BEING AN AUTHORIZED SELLER	1 0.2	0 0	1 0.5
STOCKX HAS RECEIVED PERMISSION FROM NIKE TO SELL THIS PRODUCT	1 0.2	0 0	1 0.5
NIKE GAVE PERMISSION TO APPROVE THIS OFFER	1 0.2	0 0	1 0.5
OTHER BRAND AUTHORIZATION MENTIONS	5 1.2	2 1.0	3 1.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
NIKE WOULD OWN THE BRAND	1 0.2	1 0.5	0 0
THE AFFILIATION OF NIKE WITH STOCKX	1 0.2	1 0.5	0 0
NIKE BUT NOT AFFILIATED WITH STOCKX	1 0.2	1 0.5	0 0
NIKE IS NOW PART OF STOCKX VAULT	1 0.2	1 0.5	0 0
JORDAN IS AN OFFSHOOT OF NIKE	1 0.2	1 0.5	0 0
NIKE AND JORDAN ARE LINKED	1 0.2	0 0	1 0.5

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NIKE AND JORDAN ARE CO-OWNED	1 0.2	1 0.5	0 0
JORDAN IS A PART OF NIKE AND STOCKX	1 0.2	1 0.5	0 0
NIKE HAD SOME SAY IN THE PROCESS	1 0.2	1 0.5	0 0
NIKE BOUGHT AN NFT COMPANY	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	5 1.2	2 1.0	3 1.5
PRIOR EXPERIENCE/KNOWLEDGE (NET)	4 1.0	2 1.0	2 1.0
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.2	0 0	1 0.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	3 0.7	2 1.0	1 0.5
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	1 0.2	0 0	1 0.5
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	4 1.0	0 0	4 2.0
NIKE/IT'S NIKE (UNSPEC)	3 0.7	3 1.4	0 0
STOCKX/IT'S STOCKX (UNSPEC)	1 0.2	1 0.5	0 0
FITS WELL ACCORDING TO NIKE BENEFITS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS MENTIONS	7 1.7	6 2.9	1 0.5
DON'T KNOW/UNSURE (Q.345/Q.346/ Q.366/Q.367/Q.376/Q.377)	63 15.3	34 16.3	29 14.3

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NO MENTION OF NIKE AT Q.340/Q.365/Q.375	119 28.9	46 22.0	73 36.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
MENTIONED STOCKX AT Q.340/365/375	168 40.8	84 40.2	84 41.4
APPEARS ON THE WEBSITE (NET)	125 30.3	62 29.7	63 31.0
WEBSITE LOCATION (SUBNET)	22 5.3	11 5.3	11 5.4
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	7 1.7	6 2.9	1 0.5
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	6 1.5	3 1.4	3 1.5
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	8 1.9	2 1.0	6 3.0
OTHER WEBSITE LOCATION MENTIONS	3 0.7	0 0	3 1.5
WEBSITE EXECUTION (SUBNET)	8 1.9	3 1.4	5 2.5
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	6 1.5	2 1.0	4 2.0
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	1 0.2	0 0	1 0.5
OTHER WEBSITE EXECUTION MENTIONS	2 0.5	1 0.5	1 0.5
WEBSITE COPY (SUBNET)	79 19.2	40 19.1	39 19.2
NAME/BRAND NAME (SUB-SUBNET)	41 10.0	19 9.1	22 10.8
NIKE (SUB-SUB-SUBNET)	3 0.7	1 0.5	2 1.0
IT SAYS NIKE/NIKE NAME IS SHOWN	2 0.5	0 0	2 1.0

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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
IT SAYS NFT NIKE	1 0.2	1 0.5	0 0
BEN & JERRY'S (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	1 0.2	0 0	1 0.5
STOCKX (SUB-SUB-SUBNET)	23 5.6	9 4.3	14 6.9
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	12 2.9	5 2.4	7 3.4
IT SAYS STOCKX VAULT	2 0.5	0 0	2 1.0
IT SAYS STOCKX VAULT NFT	5 1.2	2 1.0	3 1.5
IT SAYS IT'S A STOCKX TOKEN	9 2.2	3 1.4	6 3.0
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	17 4.1	10 4.8	7 3.4
DESCRIPTION (SUB-SUBNET)	38 9.2	20 9.6	18 8.9
OWNERSHIP (SUB-SUB-SUBNET)	13 3.2	6 2.9	7 3.4
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	8 1.9	2 1.0	6 3.0
MENTIONED THAT THE ITEM DIDN'T BELONG TO NIKE	1 0.2	1 0.5	0 0
OTHER OWNERSHIP MENTIONS	5 1.2	4 1.9	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	10 2.4	5 2.4	5 2.5
IT SAYS IT'S STOCKX VERIFIED	8 1.9	4 1.9	4 2.0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	2 0.5	1 0.5	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	13 3.2	7 3.3	6 3.0
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	7 1.7	4 1.9	3 1.5
OTHER DESCRIPTION MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	7 1.7	4 1.9	3 1.5
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.2	0 0	1 0.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	3 0.7	1 0.5	2 1.0
IT'S IN THE NAME/TITLE OF THE NFT	2 0.5	2 1.0	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	4 1.0	3 1.4	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	44 10.7	22 10.5	22 10.8
PRODUCT VISUALS (SUB-SUBNET)	8 1.9	5 2.4	3 1.5
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.2	1 0.5	0 0



TARGET RESEARCH GROUP INC.  
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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
HAS/SAYS NIKE ON THE SHOE	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	3 0.7	1 0.5	2 1.0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	4 1.0	3 1.4	1 0.5
LOGO (SUB-SUBNET)	14 3.4	8 3.8	6 3.0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	10 2.4	6 2.9	4 2.0
OTHER MISCELLANEOUS LOGO MENTIONS	4 1.0	2 1.0	2 1.0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	10 2.4	5 2.4	5 2.5
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	9 2.2	5 2.4	4 2.0
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	8 1.9	3 1.4	5 2.5
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	15 3.6	8 3.8	7 3.4
IT'S THE SITE/WEBSITE	4 1.0	1 0.5	3 1.5
PRODUCT RELATED (NET)	9 2.2	7 3.3	2 1.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY B (#103-23022)

Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
PRODUCT ATTRIBUTES (SUBNET)	3 0.7	1 0.5	2 1.0
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	2 0.5	0 0	2 1.0
OTHER PRODUCT ATTRIBUTES MENTIONS	2 0.5	1 0.5	1 0.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	3 0.7	3 1.4	0 0
NIKE PRODUCT (SUB-SUBNET)	1 0.2	1 0.5	0 0
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	2 0.5	2 1.0	0 0
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	2 0.5	2 1.0	0 0
BRAND HERITAGE/REPUTATION (NET)	4 1.0	1 0.5	3 1.5
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.2	0 0	1 0.5
NIKE IS A GREAT STOCK	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	3 0.7	1 0.5	2 1.0

TARGET RESEARCH GROUP INC.  
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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
BRAND RELATIONSHIP/AFFILIATION (NET)	42 10.2	22 10.5	20 9.9
BRAND COLLABORATION (SUBNET)	5 1.2	0 0	5 2.5
COLLABORATION WITH NIKE (SUB-SUBNET)	2 0.5	0 0	2 1.0
IT'S A COLLABORATION WITH NIKE	2 0.5	0 0	2 1.0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 0.5	0 0	2 1.0
BRAND PROMOTION/MARKETING (SUBNET)	2 0.5	1 0.5	1 0.5
OTHER BRAND PROMOTION/MARKETING MENTIONS	2 0.5	1 0.5	1 0.5
BRAND SALES (SUBNET)	32 7.8	18 8.6	14 6.9
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	11 2.7	5 2.4	6 3.0
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	6 1.5	5 2.4	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	9 2.2	5 2.4	4 2.0
IT'S A STOCKX OFFER OF A NIKE PRODUCT	1 0.2	0 0	1 0.5
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	1 0.2	0 0	1 0.5

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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
OTHER BRAND SALES MENTIONS	6 1.5	4 1.9	2 1.0
BRAND AUTHORIZATION (SUBNET)	1 0.2	1 0.5	0 0
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THE AFFILIATION OF NIKE WITH STOCKX	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	4 1.0	2 1.0	2 1.0
PRIOR EXPERIENCE/KNOWLEDGE (NET)	3 0.7	1 0.5	2 1.0
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	3 0.7	1 0.5	2 1.0
MISCELLANEOUS			
IT'S OBVIOUS	1 0.2	0 0	1 0.5
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	1 0.2	0 0	1 0.5
STOCKX/IT'S STOCKX (UNSPEC)	3 0.7	1 0.5	2 1.0
UNIQUE/INNOVATIVE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS MENTIONS	7 1.7	2 1.0	5 2.5
DON'T KNOW/UNSURE (Q.345/Q.346/ Q.366/Q.367/Q.376/Q.377)	17 4.1	9 4.3	8 3.9

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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	412	209	203
NO MENTION OF STOCKX AT Q.340/Q.365/ Q.375	244 59.2	125 59.8	119 58.6

23022 Sneaker Online Survey B Final Codes  
4/6/23**q340/q355/q365/q375****Ben & Jerry's (Net)**

- 001 Ben & Jerry's
- 002 Ben & Jerry's Chunky Dunky
- 003 Chunky Dunky
- 004 Other Ben & Jerry's Mentions (List)

**Nike (Net)****SB (Subnet)**

- 005 Nike SB
- 006 Nike SB Dunk
- 009 SB Dunk Low
- 011 SB

**Jordan (Subnet)**

- 012 Jordan/Jordans

**Miscellaneous Nike**

- 014 Nike (Unspec)
- 015 Nike shoes
- 017 Nike Air
- 018 Nike Dunk
- 019 Dunk
- 020 So Dunks
- 021 Dunk Low

**StockX (Net)**

- 027 StockX
- 028 StockX Vault
- 029 StockX Vault NFT
- 030 Vault
- 031 Vault NFT
- 032 Other StockX Mentions (List)

**Miscellaneous Brands**

- 033 Amazon
- 034 Adidas
- 035 New Balance
- 036 Puma
- 037 Other Miscellaneous Brands Mentions (List)

**Product Type (Net)****Clothing/Apparel (SubNet)****Footwear (Sub-SubNet)**

- 038 Shoes
- 039 Sneakers
- 040 Other Footwear Mentions (List)

**Miscellaneous Clothing/Apparel**

- 041 Clothing/apparel (Unspec)
- 042 Athletic wear/sportswear/apparel
- 043 Shirts/T-shirts

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044 Other Miscellaneous Clothing/Apparel Mentions (List)

**Accessories (SubNet)**

045 Watches

046 Other Accessories Mentions (List)

**Food (SubNet)**

047 Ice cream

048 Other Food Mentions (List)

**Sporting Goods/Equipment (SubNet)**

049 Sporting goods/sports equipment

050 Other Sporting Goods/Equipment Mentions (List)

**Collectibles (SubNet)**

051 Collectibles (Unspec)

052 Other Collectibles Mentions (List)

**Miscellaneous Product Type**

053 NFTs

054 Stocks

055 Other Miscellaneous Product Type Mentions (List)

**Miscellaneous**

056 Other Miscellaneous Mentions (List)

057 Nothing

058 Don't Know

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**q345/346/q366/367/q376/377**

**Appears on the Website (Net)**

**Website Location (SubNet)**

- 001 The heading/header/it says so/is stated in the heading/header (of the page)
- 002 It's at the top/top of the screen/page/says/shows it at the top
- 003 It's first/the first one/first name shown/listed
- 004 It's listed/shown in multiple places/it's all over the page/site
- 005 Other Website Location Mentions (List)

**Website Execution (SubNet)**

- 006 Clear/clearly shown/stated/it is clear on the page/site
- 007 Prominent/big/bold/stated/shown prominently
- 008 Other Website Execution Mentions (List)

**Website Copy (SubNet)**

**Name/Brand Name (Sub-SubNet)**

**Nike (Sub-Sub-SubNet)**

- 009 It says Nike/Nike name is shown
- 010 It says Nike SB
- 011 It says Nike SB Dunk
- 012 It says Nike SB Dunk Low
- 014 It says Nike SB Dunk Low Ben & Jerry's Chunky Dunky
- 019 It says NFT Nike
- 020 It says NFT Nike SB
- 021 It says SB Dunk

**Ben & Jerry's (Sub-Sub-SubNet)**

- 022 It says Ben & Jerry's/Ben & Jerry's name is shown
- 023 It says Ben & Jerry's Chunky Dunky
- 024 It says Chunky Dunky
- 025 Other Ben & Jerry's Mentions (List)

**StockX (Sub-Sub-SubNet)**

- 026 It says StockX/StockX name is on it/shown
- 027 It says StockX Vault
- 028 It says StockX Vault NFT
- 030 It says it's a StockX token
- 031 Other StockX Mentions (List)

**Miscellaneous Name/Brand Name**

- 032 Says/has the name brand/shows the brand name (on the page)
- 033 It says NFT Vault/Vault NFT
- 034 Other Miscellaneous Name/Brand Name Mentions (List)



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**Description (Sub-SubNet)**

**Ownership (Sub-Sub-SubNet)**

- 035 It says it represents ownership/the token represents ownership (of the physical product)
- 038 Mentioned that the item didn't belong to Nike
- 039 StockX states they have no ownership with Nike
- 040 Other Ownership Mentions (List)

**Verification/Authentication (Sub-Sub-SubNet)**

- 041 It says it's StockX verified
- 044 Other Verification/Authentication Mentions (List)

**Miscellaneous Description**

- 045 The description/it says so/is stated in the description
- 046 Says it is stored/held there/in the vault/StockX vault
- 047 Other Description Mentions (List)

**Miscellaneous Website Copy**

- 048 The title/it says so/is stated in the title
- 049 It's in the name/it says so/is stated in the name
- 050 It's in the name/title of the product/shoe
- 051 It's in the name/title of the NFT
- 052 Other Miscellaneous Website Copy Mentions (List)

**Website/Product Visuals (SubNet)**

**Product Visuals (Sub-SubNet)**

**Nike Product Visuals (Sub-Sub-SubNet)**

- 053 The picture is of a Nike shoe/it shows a Nike shoe/sneaker
- 054 (Product/shoe) looks like/is styled like a Nike product
- 055 Looks like a Nike Air Jordan
- 056 Has/says Nike on the shoe
- 057 Has/shows the Nike logo on the shoe/sneaker
- 058 Has/shows the Nike logo on the side of the shoe/sneaker
- 059 Has/shows the Nike logo on the tongue
- 060 Has/shows the swoosh/Nike swoosh on the shoe/sneaker
- 061 Has/says Nike on the tongue
- 065 Labeled as a Nike shoe/pair of Nike shoes/the label on the shoes says Nike

**Miscellaneous Product Visuals**

- 067 Has/says the name/brand name on the product/shoe
- 068 Has/shows the logo/brand logo on the product/shoe
- 069 Other Miscellaneous Product Visuals Mentions (List)

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**Logo (Sub-SubNet)**

**Nike Logo (Sub-Sub-SubNet)**

- 070 Has/shows the Nike logo/Nike symbol/emblem
- 071 Has/shows the Nike swoosh
- 072 Has/shows the Nike swoosh trademark symbol
- 073 Has/shows the swoosh
- 075 Has/shows the trademark swoosh design
- 077 Has/shows the Nike check
- 078 I am familiar with the Nike logo

**Miscellaneous Logo**

- 081 The logo/it has/shows the logo/the brand logo
- 082 Am familiar with/recognize the logo/have seen the logo before
- 083 Other Miscellaneous Logo Mentions (List)

**Miscellaneous Website/Product Visuals**

- 084 It's in/on the picture/photo/image/says so on the picture (Unspec)
- 085 It's on the token/ticket/pictured/printed on the token/ticket
- 086 Image shows that Nike offers it
- 087 Design/the design/style (Unspec)
- 088 Color/colors/color scheme (Unspec)
- 089 Other Miscellaneous Website/Product Visuals Mentions (List)

**Miscellaneous Appears on the Website**

- 090 It's says so/it is stated/listed/shown/that's what it says (on the page/screen) (Unspec)
- 091 It's the site/website
- 092 Other Miscellaneous Appears on the Website Mentions (List)

**Product Related (Net)**

**Product Attributes (SubNet)**

- 093 Good/high quality product/sneaker/shoe
- 094 Shoe/sneaker color/design is inspired by/based on their ice cream/on Ben & Jerry's ice cream
- 095 Other Product Attributes Mentions (List)

**Product Brand/Manufacturer (SubNet)**

**Nike Product (Sub-SubNet)**

- 096 It's a Nike product/Nike makes/manufactures the product
- 097 It's a Nike shoe/sneaker/Nike makes/manufactures the shoe/sneaker
- 099 It's a Nike Sb shoe
- 100 It's their Nike Dunk brand
- 101 Nike is responsible for the Dunk shoe line
- 102 SB Dunks are Nike
- 105 It is the signature Nike Low Dunks
- 107 It's a Nike branded NFT/an NFT from Nike
- 109 It's an NFT ticket for a Nike shoe
- 112 Released originally as only a Nike shoe
- 114 It's an original design to Nike
- 115 Seems like Nike would own something like this
- 116 They are the responsible Nike

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**Miscellaneous Product Brand/Manufacturer**

- 117 It's the brand/maker/manufacturer of the product/shoe/that's who make the product
- 118 Other Miscellaneous Product Brand/Manufacturer Mentions (List)

**Miscellaneous Product Related**

- 119 It's an NFT/digital NFT/a token/the product is an NFT/token (for shoes/sneakers)
- 120 Other Miscellaneous Product Related Mentions (List)

**Brand Heritage/Reputation (Net)**

**Nike Brand Heritage/Reputation (SubNet)**

- 121 Like Nike/the Nike brand
- 125 Nike is a high end brand
- 128 Nike has great value
- 129 Nike is it's own brand
- 131 Nike makes the best shoes to ever exist
- 132 Nike produces/makes a lot of products/a variety of products
- 133 Nike is a shoe company
- 134 Nike is a clothing/sportswear company
- 135 Nike makes sneakers for NBA teams/players
- 136 Nike offers products/NFTs such as Nike Dunk Low Retro White Black
- 137 Nike is known for innovative/creative designs
- 138 Nike is known to push limits
- 140 Nike is a great stock

**Miscellaneous Brand Heritage/Reputation**

- 142 It's a good brand/I like the brand
- 143 Reliable/trustworthy brand
- 144 Good service/brand offers/provides good service/services/helpful/useful services
- 145 Other Miscellaneous Brand Heritage/Reputation Mentions (List)

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**Brand Relationship/Affiliation (Net)**

**Brand Collaboration (SubNet)**

**Collaboration with Nike (Sub-SubNet)**

- 146 It's a collaboration with Nike
- 152 It's a collaboration between Nike and StockX
- 155 Nike's version of Ben & Jerry's Chunky Dunky ice cream
- 157 Nike collaborated with a non-shoe brand
- 159 Undeclared has collaborated with Nike
- 160 Off-White has collaborated with Nike
- 161 Ovo has collaborated with Nike
- 162 Supreme has collaborated with Nike

**Miscellaneous Brand Collaboration**

- 164 It's a collab/collaboration (Unspec)
- 167 It's a collaboration with Ben & Jerry's
- 168 It's a partnership/partnership between brands/they are partners
- 169 Other Miscellaneous Brand Collaboration Mentions (List)

**Brand Sponsorship (SubNet)**

- 171 Has an endorsement contract with Nike
- 173 Nike pays him to wear their clothing/products
- 174 Other Brand Sponsorship Mentions (List)

**Brand Promotion/Marketing (SubNet)**

- 179 Other Brand Promotion/Marketing Mentions (List)

**Brand Sales (SubNet)**

- 180 It's on their website/platform/being offered/sold on their website
- 181 It's on the StockX website/being sold on the StockX site
- 182 StockX is selling/offering the product/NFT
- 183 It's a StockX offer of a Nike product
- 184 StockX sells Nike
- 187 Nike is on StockX
- 192 Nike offers it/Nikes offers that product
- 193 Nike offers the NFT
- 195 Nike will use the platform as a hub to launch virtual apparel like tshirts and sneakers
- 196 Nike sold this product originally for \$100
- 199 Other Brand Sales Mentions (List)

**Brand Authorization (SubNet)**

- 200 They have permission/licensing rights/would be illegal/would cause a lawsuit if they didn't have permission/authorization
- 203 It has to be because Nike is/has a trademark
- 208 Nike can sue if not approved
- 209 Cannot sell Nike products online without being an authorized seller
- 210 StockX has received permission from Nike to sell this product
- 211 Nike gave permission to approve this offer
- 215 Other Brand Authorization Mentions (List)

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**Miscellaneous Brand Relationship/Affiliation**

- 217 Nike would own the brand
- 218 The affiliation of Nike with StockX
- 219 Nike but not affiliated with StockX
- 220 Nike is now part of StockX Vault
- 223 Jordan is an offshoot of Nike
- 224 Nike and Jordan are linked
- 225 Nike and Jordan are co-owned
- 226 Jordan is a part of Nike and StockX
- 227 Nike had some say in the process
- 228 Nike bought an NFT company
- 230 Other Miscellaneous Brand Relationship/Affiliation Mentions (List)

**Prior Experience/Knowledge (Net)**

- 234 I've seen it/seen it before/have seen an ad for it
- 235 Other Prior Experience/Knowledge Mentions (List)

**Miscellaneous**

- 236 Just think so/what I figured/assumed (Unspec)
- 237 It's obvious
- 238 Price/cost/value/money (All Mentions)
- 239 Nike/it's Nike (Unspec)
- 240 StockX/it's StockX (Unspec)
- 242 Fits well according to Nike benefits
- 243 Unique/innovative
- 244 Other Miscellaneous Mentions (List)
  
- 245 Nothing
- 246 Don't Know

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7	4	Q.60 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU CURRENTLY OWN?
8	5	Q.65 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?
9	6	Q.60/65 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU CURRENTLY OWN? / WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?
10	7	Q.70 WHICH, IF ANY, OF THE FOLLOWING DO YOU EXPECT TO DO IN THE NEXT 12 MONTHS?
11	8	Q.75 WHICH, IF ANY, OF THE FOLLOWING INVESTMENT OR COLLECTION OPPORTUNITIES WILL YOU CONSIDER DURING THE NEXT 12 MONTHS?
13	9	Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...? SUMMARY OF "YES"
14	10	Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...? SUMMARY OF "NO"
15	11	Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...? SUMMARY OF "DON'T KNOW/UNSURE"
16	12	Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...? SUMMARY OF "YES"
17	13	Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...? SUMMARY OF "NO"
18	14	Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...? SUMMARY OF "DON'T KNOW/UNSURE"
19	15	Q.340 WHICH COMPANY(IES) OR BRAND(S) OFFER(S) THE PRODUCT / NFT SHOWN ON THE SCREEN?
22	16	Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340] OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?
36	17	Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?
49	18	Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?
57	19	Q.350 DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER OTHER PRODUCTS OR SERVICES?

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Page -----	Table -----	Title -----
58	20	Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?
62	21	FILTER: Q.340 - NIKE BRAND/COMPANY Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?
66	22	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?
70	23	Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND?
71	24	FILTER: Q.340 - NIKE BRAND/COMPANY Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND?
72	25	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND?
73	26	Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?
77	27	FILTER: Q.340 - NIKE BRAND/COMPANY Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?
81	28	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?
84	29	Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365] HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?
94	30	Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?
102	31	Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?
106	32	FILTER: Q.340 - NIKE BRAND/COMPANY Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365] HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

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Page -----	Table -----	Title -----
115	33	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365] HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?
123	34	Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?
124	35	FILTER: Q.340 - NIKE BRAND/COMPANY Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?
125	36	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?
126	37	Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?
129	38	FILTER: Q.340 - NIKE BRAND/COMPANY Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?
132	39	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?
135	40	Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?
144	41	Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?
151	42	Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?
155	43	FILTER: Q.340 - NIKE BRAND/COMPANY Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?
164	44	FILTER: Q.340 - STOCKX BRAND/COMPANY Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?
172	45	Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY
176	46	Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY



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Page ----	Table -----	Title -----
192	47	Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY
206	48	Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

TARGET RESEARCH GROUP INC.  
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Table 1

## Q.20 REGION/STATE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NORTHEAST (NET)	96 23.0	49 23.8	47 22.3
CONNECTICUT	5 1.2	3 1.5	2 0.9
MAINE	1 0.2	1 0.5	0 0
MASSACHUSETTS	4 1.0	3 1.5	1 0.5
NEW HAMPSHIRE	2 0.5	2 1.0	0 0
RHODE ISLAND	2 0.5	0 0	2 0.9
NEW JERSEY	7 1.7	2 1.0	5 2.4
NEW YORK	46 11.0	20 9.7	26 12.3
PENNSYLVANIA	29 7.0	18 8.7	11 5.2
MIDWEST (NET)	88 21.1	42 20.4	46 21.8
ILLINOIS	21 5.0	10 4.9	11 5.2
INDIANA	4 1.0	1 0.5	3 1.4
MICHIGAN	17 4.1	7 3.4	10 4.7
OHIO	25 6.0	15 7.3	10 4.7
WISCONSIN	4 1.0	1 0.5	3 1.4

TARGET RESEARCH GROUP INC.  
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Table 1

Q.20 REGION/STATE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
KANSAS	3 0.7	3 1.5	0 0
MINNESOTA	6 1.4	2 1.0	4 1.9
MISSOURI	5 1.2	2 1.0	3 1.4
NEBRASKA	2 0.5	1 0.5	1 0.5
SOUTH DAKOTA	1 0.2	0 0	1 0.5
SOUTH (NET)	148 35.5	76 36.9	72 34.1
DELAWARE	1 0.2	0 0	1 0.5
FLORIDA	29 7.0	18 8.7	11 5.2
GEORGIA	11 2.6	7 3.4	4 1.9
MARYLAND	8 1.9	1 0.5	7 3.3
NORTH CAROLINA	16 3.8	8 3.9	8 3.8
SOUTH CAROLINA	6 1.4	2 1.0	4 1.9
VIRGINIA	11 2.6	8 3.9	3 1.4
WEST VIRGINIA	3 0.7	1 0.5	2 0.9
ALABAMA	4 1.0	1 0.5	3 1.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 1

Q.20 REGION/STATE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
KENTUCKY	7 1.7	3 1.5	4 1.9
MISSISSIPPI	1 0.2	1 0.5	0 0
TENNESSEE	12 2.9	7 3.4	5 2.4
ARKANSAS	4 1.0	2 1.0	2 0.9
LOUISIANA	5 1.2	1 0.5	4 1.9
OKLAHOMA	8 1.9	3 1.5	5 2.4
TEXAS	22 5.3	13 6.3	9 4.3
WEST (NET)	85 20.4	39 18.9	46 21.8
ARIZONA	8 1.9	4 1.9	4 1.9
COLORADO	11 2.6	4 1.9	7 3.3
IDAHO	1 0.2	1 0.5	0 0
MONTANA	1 0.2	1 0.5	0 0
NEVADA	6 1.4	3 1.5	3 1.4
NEW MEXICO	1 0.2	0 0	1 0.5
UTAH	2 0.5	1 0.5	1 0.5

TARGET RESEARCH GROUP INC.  
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Table 1

Q.20 REGION/STATE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
CALIFORNIA	36 8.6	15 7.3	21 10.0
ALASKA	1 0.2	1 0.5	0 0
HAWAII	1 0.2	0 0	1 0.5
OREGON	5 1.2	3 1.5	2 0.9
WASHINGTON	12 2.9	6 2.9	6 2.8

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Table 2

Q.30/40 GENDER/AGE

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
TOTAL			
18-35	170 40.8	83 40.3	87 41.2
36+	247 59.2	123 59.7	124 58.8
MALES	265 63.5	132 64.1	133 63.0
18-35	100 24.0	49 23.8	51 24.2
36+	165 39.6	83 40.3	82 38.9
FEMALES	152 36.5	74 35.9	78 37.0
18-35	70 16.8	34 16.5	36 17.1
36+	82 19.7	40 19.4	42 19.9
OTHER	0 0	0 0	0 0
18-35	0 0	0 0	0 0
36+	0 0	0 0	0 0

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Table 3

## Q.50 DEVICE USED

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
DESKTOP/LAPTOP COMPUTER/TABLET/ SMARTPHONE (NET)	417 100.0	206 100.0	211 100.0
DESKTOP COMPUTER	65 15.6	38 18.4	27 12.8
LAPTOP COMPUTER	131 31.4	59 28.6	72 34.1
TABLET (SUCH AS AN IPAD, ANDROID TABLET, ETC.)	22 5.3	10 4.9	12 5.7
SMARTPHONE	199 47.7	99 48.1	100 47.4
CELL PHONE (NOT A SMARTPHONE)	0 0	0 0	0 0
OTHER MOBILE DEVICE	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 4

Q.60 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU CURRENTLY OWN?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SNEAKERS	414 99.3	206 100.0	208 98.6
LEATHER JACKET	313 75.1	149 72.3	164 77.7
SUIT	300 71.9	149 72.3	151 71.6
HOODIE	389 93.3	194 94.2	195 92.4
NONE OF THE ABOVE	0 0	0 0	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 5

Q.65 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SNEAKERS	391 93.8	195 94.7	196 92.9
LEATHER JACKET	214 51.3	103 50.0	111 52.6
SUIT	234 56.1	113 54.9	121 57.3
HOODIE	350 83.9	176 85.4	174 82.5
NONE OF THE ABOVE	9 2.2	5 2.4	4 1.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 6

Q.60/65 WHICH, IF ANY, OF THE FOLLOWING PRODUCTS DO YOU CURRENTLY OWN? / WHICH,  
IF ANY, OF THE FOLLOWING PRODUCTS DO YOU EXPECT TO BUY IN THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SNEAKERS (NET)	417 100.0	206 100.0	211 100.0
CURRENTLY OWN	414 99.3	206 100.0	208 98.6
EXPECT TO BUY NEXT 12 MONTHS	391 93.8	195 94.7	196 92.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 7

Q.70 WHICH, IF ANY, OF THE FOLLOWING DO YOU EXPECT TO DO IN THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
WORK FEWER HOURS IN A TYPICAL WEEK	89 21.3	41 19.9	48 22.7
PURCHASE A HOUSE OR A CONDOMINIUM	130 31.2	58 28.2	72 34.1
LOOK FOR INVESTMENT OPPORTUNITIES/START A NEW COLLECTION (NET)	417 100.0	206 100.0	211 100.0
LOOK FOR INVESTMENT OPPORTUNITIES	357 85.6	176 85.4	181 85.8
START A NEW COLLECTION	256 61.4	122 59.2	134 63.5
NONE OF THE ABOVE	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 8

Q.75 WHICH, IF ANY, OF THE FOLLOWING INVESTMENT OR COLLECTION OPPORTUNITIES WILL  
YOU CONSIDER DURING THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
INVESTING IN THE STOCK MARKET (SUCH AS BUYING STOCKS, BONDS, MUTUAL FUNDS) A STOCK MARKET IS THE AGGREGATION OF BUYERS AND SELLERS OF STOCKS (ALSO CALLED SHARES), WHICH REPRESENT OWNERSHIP CLAIMS ON BUSINESSES, THESE MAY INCLUDE SECURITIES LISTED ON A PUBLIC STOCK EXCHANGE, AS WELL AS STOCK THAT IS ONLY TRADED PRIVATELY.	316 75.8	163 79.1	153 72.5
INVESTING IN NFT/BUYING COLLECTIBLES/ CRYPTO CURRENCY (NET)	417 100.0	206 100.0	211 100.0
INVESTING IN NFT ("NON-FUNGIBLE TOKEN") A NFT ("NON-FUNGIBLE TOKEN") IS AN OWNABLE DIGITAL TOKEN THAT IS OFTEN OFFERED BY AN ONLINE PLATFORM AND MAY BE LINKED TO A SPECIFIC PRODUCT (SUCH AS ART, A WATCH, OR SNEAKERS). THE NFT CAN BE HELD, FOR EXAMPLE, IN THE ONLINE PLATFORM'S (OR RETAILER'S) SECURE VAULT. NFT CAN BE TRADED, SO IN CASE ITS VALUE GOES UP AND YOU SELL YOUR NFT OR TOKEN, YOU MAKE A PROFIT.	230 55.2	112 54.4	118 55.9
BUYING COLLECTIBLES (SUCH AS WATCHES, TRADING CARDS, LUXURY HANDBAGS, SNEAKERS OR ART)	305 73.1	144 69.9	161 76.3
INVESTING IN CRYPTO CURRENCY (E.G., BUYING PAYMENT CRYPTOCURRENCIES SUCH AS BITCOIN, TOKENS OR OTHER STABLECOINS)	306 73.4	153 74.3	153 72.5
INVESTING IN REAL ESTATE (SUCH AS BUYING LAND OR A CONDOMINIUM FOR PERSONAL OR COMMERCIAL REASONS)	173 41.5	86 41.7	87 41.2
WILL NOT MAKE ANY OF THESE INVESTMENTS	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 8

Q.75 WHICH, IF ANY, OF THE FOLLOWING INVESTMENT OR COLLECTION OPPORTUNITIES WILL  
YOU CONSIDER DURING THE NEXT 12 MONTHS?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
DON'T KNOW/UNSURE	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 9

Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...?  
SUMMARY OF "YES"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
"YES"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	332 79.6	170 82.5	162 76.8
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	417 100.0	206 100.0	211 100.0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	354 84.9	179 86.9	175 82.9
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	350 83.9	168 81.6	182 86.3

TARGET RESEARCH GROUP INC.  
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Table 10

Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...?  
SUMMARY OF "NO"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
"NO"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	76 18.2	34 16.5	42 19.9
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	0 0	0 0	0 0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	58 13.9	25 12.1	33 15.6
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	57 13.7	34 16.5	23 10.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 11

Q.80 IN THE PAST TWO YEARS, HAVE YOU BOUGHT OR INVESTED IN...?  
SUMMARY OF "DON'T KNOW/UNSURE"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
"DON'T KNOW/UNSURE"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	9 2.2	2 1.0	7 3.3
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	0 0	0 0	0 0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	5 1.2	2 1.0	3 1.4
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	10 2.4	4 1.9	6 2.8



TARGET RESEARCH GROUP INC.  
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Table 12

Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...?  
SUMMARY OF "YES"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
"YES"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	318 76.3	160 77.7	158 74.9
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	417 100.0	206 100.0	211 100.0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	353 84.7	172 83.5	181 85.8
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	343 82.3	163 79.1	180 85.3

TARGET RESEARCH GROUP INC.  
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Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...?  
SUMMARY OF "NO"

Table 13

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
"NO"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	70 16.8	29 14.1	41 19.4
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	0 0	0 0	0 0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	37 8.9	17 8.3	20 9.5
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	45 10.8	27 13.1	18 8.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 14

Q.85 IN THE NEXT 12 MONTHS, DO YOU EXPECT TO BUY OR INVEST IN...?  
SUMMARY OF "DON'T KNOW/UNSURE"

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
"DON'T KNOW/UNSURE"			
USED PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	29 7.0	17 8.3	12 5.7
BRAND NEW PRODUCTS OR COLLECTIBLES FROM AN ONLINE MARKETPLACE SUCH AS EBAY, STOCKX, THE REALREAL, GOAT, OR POSHMARK	0 0	0 0	0 0
NEW SNEAKERS FROM AN ONLINE WEBSITE OF A DEPARTMENT STORE	27 6.5	17 8.3	10 4.7
NEW SNEAKERS FROM ANY OTHER ONLINE MARKETPLACE OR RETAIL STORES	29 7.0	16 7.8	13 6.2

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 15

Q.340 WHICH COMPANY(IES) OR BRAND(S) OFFER(S) THE PRODUCT / NFT SHOWN ON THE SCREEN?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
 BEN & JERRY'S (NET)	 128 30.7	 62 30.1	 66 31.3
BEN & JERRY'S	115 27.6	58 28.2	57 27.0
BEN & JERRY'S CHUNKY DUNKY	7 1.7	3 1.5	4 1.9
CHUNKY DUNKY	6 1.4	1 0.5	5 2.4
OTHER BEN & JERRY'S MENTIONS	6 1.4	1 0.5	5 2.4
 NIKE (NET)	 296 71.0	 168 81.6	 128 60.7
SB (SUBNET)	21 5.0	7 3.4	14 6.6
NIKE SB	8 1.9	2 1.0	6 2.8
NIKE SB DUNK	4 1.0	1 0.5	3 1.4
NIKE SB DUNK LOW	4 1.0	2 1.0	2 0.9
SB DUNK LOW	2 0.5	0 0	2 0.9
SB	3 0.7	2 1.0	1 0.5
 MISCELLANEOUS NIKE			
NIKE (UNSPEC)	279 66.9	162 78.6	117 55.5
NIKE AIR	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 15

Q.340 WHICH COMPANY(IES) OR BRAND(S) OFFER(S) THE PRODUCT / NFT SHOWN ON THE SCREEN?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE DUNK	1 0.2	0 0	1 0.5
DUNK	1 0.2	0 0	1 0.5
DUNK LOW	5 1.2	1 0.5	4 1.9
NB DUNK LOW	1 0.2	1 0.5	0 0
LOW BEN	1 0.2	0 0	1 0.5
AIR FORCE	2 0.5	2 1.0	0 0
STOCKX (NET)	168 40.3	85 41.3	83 39.3
STOCKX	149 35.7	75 36.4	74 35.1
STOCKX VAULT	12 2.9	8 3.9	4 1.9
STOCKX VAULT NFT	5 1.2	2 1.0	3 1.4
VAULT	4 1.0	4 1.9	0 0
VAULT NFT	4 1.0	2 1.0	2 0.9
OTHER STOCKX MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS BRANDS			
AMAZON	2 0.5	0 0	2 0.9
ADIDAS	25 6.0	10 4.9	15 7.1



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Table 15

Q.340 WHICH COMPANY(IES) OR BRAND(S) OFFER(S) THE PRODUCT / NFT SHOWN ON THE SCREEN?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NEW BALANCE	9 2.2	5 2.4	4 1.9
PUMA	20 4.8	6 2.9	14 6.6
OTHER MISCELLANEOUS BRANDS MENTIONS	16 3.8	7 3.4	9 4.3
PRODUCT TYPE (NET)	9 2.2	3 1.5	6 2.8
ACCESSORIES (SUBNET)	1 0.2	0 0	1 0.5
WATCHES	1 0.2	0 0	1 0.5
FOOD (SUBNET)	1 0.2	0 0	1 0.5
ICE CREAM	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT TYPE			
NFTS	6 1.4	3 1.5	3 1.4
STOCKS	1 0.2	0 0	1 0.5
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	4 1.0	1 0.5	3 1.4
DON'T KNOW/UNSURE	34 8.2	12 5.8	22 10.4

TARGET RESEARCH GROUP INC.  
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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED COMPANY/BRAND AT Q.340	383 91.8	194 94.2	189 89.6
APPEARS ON THE WEBSITE (NET)	282 67.6	153 74.3	129 61.1
WEBSITE LOCATION (SUBNET)	33 7.9	17 8.3	16 7.6
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	6 1.4	5 2.4	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	8 1.9	4 1.9	4 1.9
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	5 1.2	1 0.5	4 1.9
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	7 1.7	4 1.9	3 1.4
OTHER WEBSITE LOCATION MENTIONS	11 2.6	6 2.9	5 2.4
WEBSITE EXECUTION (SUBNET)	24 5.8	10 4.9	14 6.6
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	17 4.1	8 3.9	9 4.3
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	8 1.9	3 1.5	5 2.4
OTHER WEBSITE EXECUTION MENTIONS	4 1.0	1 0.5	3 1.4
WEBSITE COPY (SUBNET)	192 46.0	98 47.6	94 44.5
NAME/BRAND NAME (SUB-SUBNET)	113 27.1	60 29.1	53 25.1



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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE (SUB-SUB-SUBNET)	48 11.5	24 11.7	24 11.4
IT SAYS NIKE/NIKE NAME IS SHOWN	29 7.0	16 7.8	13 6.2
IT SAYS NIKE SB DUNK	6 1.4	4 1.9	2 0.9
IT SAYS NIKE SB DUNK LOW	5 1.2	1 0.5	4 1.9
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S	2 0.5	1 0.5	1 0.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	5 1.2	1 0.5	4 1.9
IT SAYS NIKE DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
IT SAYS NIKE DUNK LOW	1 0.2	0 0	1 0.5
IT SAYS LOW DUNK	1 0.2	1 0.5	0 0
BEN & JERRY'S (SUB-SUB-SUBNET)	25 6.0	13 6.3	12 5.7
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	14 3.4	7 3.4	7 3.3
IT SAYS BEN & JERRY'S CHUNKY DUNKY	5 1.2	2 1.0	3 1.4
IT SAYS CHUNKY DUNKY	6 1.4	5 2.4	1 0.5
OTHER BEN & JERRY'S MENTIONS	2 0.5	1 0.5	1 0.5
STOCKX (SUB-SUB-SUBNET)	34 8.2	17 8.3	17 8.1

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	20 4.8	10 4.9	10 4.7
IT SAYS STOCKX VAULT	3 0.7	1 0.5	2 0.9
IT SAYS STOCKX VAULT NFT	9 2.2	5 2.4	4 1.9
IT SAYS STOCKX VAULT NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS IT'S A STOCKX TOKEN	5 1.2	3 1.5	2 0.9
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	35 8.4	22 10.7	13 6.2
IT SAYS NFT VAULT/VAULT NFT	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	4 1.0	2 1.0	2 0.9
DESCRIPTION (SUB-SUBNET)	101 24.2	51 24.8	50 23.7
OWNERSHIP (SUB-SUB-SUBNET)	13 3.1	7 3.4	6 2.8
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	10 2.4	5 2.4	5 2.4
IT SAYS IT TRACKS PROOF OF OWNERSHIP	5 1.2	3 1.5	2 0.9
THE NFT ENTITLES YOU TO OWNERSHIP OF THE NIKE PRODUCT	1 0.2	0 0	1 0.5
OTHER OWNERSHIP MENTIONS	1 0.2	1 0.5	0 0



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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	5 1.2	3 1.5	2 0.9
IT SAYS IT'S STOCKX VERIFIED	3 0.7	2 1.0	1 0.5
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.2	0 0	1 0.5
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	76 18.2	36 17.5	40 19.0
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	20 4.8	10 4.9	10 4.7
OTHER DESCRIPTION MENTIONS	3 0.7	3 1.5	0 0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	21 5.0	10 4.9	11 5.2
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	7 1.7	5 2.4	2 0.9
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	18 4.3	12 5.8	6 2.8
IT'S IN THE NAME/TITLE OF THE NFT	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	14 3.4	7 3.4	7 3.3
WEBSITE/PRODUCT VISUALS (SUBNET)	124 29.7	91 44.2	33 15.6
PRODUCT VISUALS (SUB-SUBNET)	54 12.9	44 21.4	10 4.7



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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	29 7.0	25 12.1	4 1.9
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	3 0.7	1 0.5	2 0.9
(PRODUCT/SHOE) LOOKS LIKE/IS STYLED LIKE A NIKE PRODUCT	4 1.0	4 1.9	0 0
HAS/SAYS NIKE ON THE SHOE	4 1.0	4 1.9	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	10 2.4	9 4.4	1 0.5
HAS/SHOWS THE NIKE LOGO ON THE SIDE OF THE SHOE/SNEAKER	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE TONGUE	2 0.5	2 1.0	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	5 1.2	5 2.4	0 0
HAS/SAYS NIKE ON THE TONGUE	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE TOE TAG	1 0.2	1 0.5	0 0
HAS/SHOWS NIKE ON THE HEEL TAB	2 0.5	0 0	2 0.9
NIKE BRANDING ON MULTIPLE PLACES ON THE SHOE	1 0.2	1 0.5	0 0
DUNK LOW SILHOUETTE	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	11 2.6	5 2.4	6 2.8

TARGET RESEARCH GROUP INC.  
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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	7 1.7	7 3.4	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	13 3.1	11 5.3	2 0.9
LOGO (SUB-SUBNET)	59 14.1	47 22.8	12 5.7
NIKE LOGO (SUB-SUB-SUBNET)	23 5.5	20 9.7	3 1.4
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	6 1.4	6 2.9	0 0
HAS/SHOWS THE NIKE SWOOSH	3 0.7	3 1.5	0 0
HAS/SHOWS THE NIKE SWOOSH TRADEMARK SYMBOL	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	6 1.4	6 2.9	0 0
HAS/SHOWS THE YELLOW SWOOSH	3 0.7	2 1.0	1 0.5
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.2	1 0.5	0 0
HAS/SHOWS THE ICONIC SWOOSH/ SWOOSH LOGO	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE CHECK	2 0.5	2 1.0	0 0
THE NFT SHOWS THE NIKE LOGO	1 0.2	0 0	1 0.5
DON'T SEE ANY NIKE SIGNS LINKED TO THE SHOE	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	23 5.5	17 8.3	6 2.8
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	5 1.2	4 1.9	1 0.5
OTHER MISCELLANEOUS LOGO MENTIONS	12 2.9	9 4.4	3 1.4
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	8 1.9	2 1.0	6 2.8
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	5 1.2	2 1.0	3 1.4
DESIGN/THE DESIGN/STYLE (UNSPEC)	12 2.9	9 4.4	3 1.4
COLOR/COLORS/COLOR SCHEME (UNSPEC)	12 2.9	9 4.4	3 1.4
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	7 1.7	3 1.5	4 1.9
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	33 7.9	13 6.3	20 9.5
IT'S THE SITE/WEBSITE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	3 0.7	1 0.5	2 0.9
PRODUCT RELATED (NET)	100 24.0	64 31.1	36 17.1





TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
PRODUCT ATTRIBUTES (SUBNET)	30 7.2	17 8.3	13 6.2
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	4 1.0	2 1.0	2 0.9
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	14 3.4	10 4.9	4 1.9
OTHER PRODUCT ATTRIBUTES MENTIONS	16 3.8	9 4.4	7 3.3
PRODUCT BRAND/MANUFACTURER (SUBNET)	74 17.7	51 24.8	23 10.9
NIKE PRODUCT (SUB-SUBNET)	46 11.0	33 16.0	13 6.2
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	10 2.4	7 3.4	3 1.4
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	30 7.2	21 10.2	9 4.3
SB DUNK LOW IS FROM NIKE	1 0.2	1 0.5	0 0
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.2	1 0.5	0 0
IT'S AN NFT TICKET FOR A NIKE SHOE	1 0.2	0 0	1 0.5
IT'S AN NFT BASED ON NIKE SHOES	1 0.2	1 0.5	0 0
RELEASED ORIGINALLY AS ONLY A NIKE SHOE	1 0.2	1 0.5	0 0
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	18 4.3	13 6.3	5 2.4
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	12 2.9	6 2.9	6 2.8
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	8 1.9	4 1.9	4 1.9
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	5 1.2	0 0	5 2.4
BRAND HERITAGE/REPUTATION (NET)	27 6.5	13 6.3	14 6.6
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	9 2.2	4 1.9	5 2.4
NIKE IS A POPULAR BRAND/POPULAR SNEAKER BRAND	1 0.2	1 0.5	0 0
NIKE IS A RELIABLE BRAND/RELIABLE SNEAKER BRAND	1 0.2	1 0.5	0 0
NIKE IS TRUSTWORTHY/A BRAND I CAN TRUST	1 0.2	0 0	1 0.5
NIKE IS A TOP BRAND	1 0.2	1 0.5	0 0
NIKE IS AN EXPERIENCED BRAND	1 0.2	0 0	1 0.5
NIKE PRODUCES GOOD/THE BEST QUALITY PRODUCTS	3 0.7	1 0.5	2 0.9
NIKE PRODUCES/MAKES A LOT OF PRODUCTS/A VARIETY OF PRODUCTS	1 0.2	1 0.5	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE IS A SHOE COMPANY	1 0.2	1 0.5	0 0
NIKE IS A CLOTHING/SPORTSWEAR COMPANY	1 0.2	1 0.5	0 0
NIKE HAS THE CAPABILITIES TO OFFER SUCH PRODUCTS	1 0.2	0 0	1 0.5
NIKE SHARE PRICE ARE GREAT VALUE	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	8 1.9	6 2.9	2 0.9
RELIABLE/TRUSTWORTHY BRAND	5 1.2	2 1.0	3 1.4
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	4 1.0	1 0.5	3 1.4
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	13 3.1	5 2.4	8 3.8
BRAND RELATIONSHIP/AFFILIATION (NET)	82 19.7	41 19.9	41 19.4
BRAND COLLABORATION (SUBNET)	35 8.4	17 8.3	18 8.5
COLLABORATION WITH NIKE (SUB- SUBNET)	22 5.3	10 4.9	12 5.7
IT'S A COLLABORATION WITH NIKE	5 1.2	2 1.0	3 1.4
SNEAKER COLLAB WITH NIKE	3 0.7	0 0	3 1.4
COLLABORATION WITH NIKE DUNK	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
THEY PARTNERED WITH NIKE (ON THE SHOE)	1 0.2	1 0.5	0 0
THEY TEAMED WITH NIKE	1 0.2	0 0	1 0.5
COLLAB OF NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY WITH STOCKX VAULT NFT	1 0.2	0 0	1 0.5
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	11 2.6	6 2.9	5 2.4
IT'S A COLLABORATION OF NIKE AND ICE CREAM	1 0.2	1 0.5	0 0
NIKE HAS PARTNERED WITH NFT	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	5 1.2	2 1.0	3 1.4
SNEAKER COLLAB/COLLABORATION	1 0.2	0 0	1 0.5
A PIECE OF SNEAKER COLLAB HISTORY	5 1.2	3 1.5	2 0.9
IT'S A COLLABORATION WITH BEN & JERRY'S	5 1.2	3 1.5	2 0.9
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	4 1.0	1 0.5	3 1.4
BRAND SPONSORSHIP (SUBNET)	4 1.0	3 1.5	1 0.5
NIKE IS ONE OF THE SPONSORS	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	4 1.0	3 1.5	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
BRAND PROMOTION/MARKETING (SUBNET)	3 0.7	0 0	3 1.4
NIKE IS THE OFFER TO ENTICE THE BUYERS	1 0.2	0 0	1 0.5
OTHER BRAND PROMOTION/MARKETING MENTIONS	2 0.5	0 0	2 0.9
BRAND SALES (SUBNET)	48 11.5	27 13.1	21 10.0
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	11 2.6	9 4.4	2 0.9
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	7 1.7	5 2.4	2 0.9
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	10 2.4	6 2.9	4 1.9
STOCKX SELLS NIKE	1 0.2	0 0	1 0.5
NIKE IS OFFERING THIS PRODUCT THROUGH STOCKX	1 0.2	0 0	1 0.5
THAT IS WHO IS SELLING THE SHOES FROM NIKE	1 0.2	1 0.5	0 0
SELLING AN NFT RELATED TO A NIKE PRODUCT	2 0.5	0 0	2 0.9
LAUNCHES THE NIKE PRODUCT NFT	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	6 1.4	1 0.5	5 2.4
NIKE'S NEW NFT PLATFORM DOTSWOOSH WILL SELL VIRTUAL SNEAKERS	1 0.2	1 0.5	0 0
EXCLUSIVE NIKE RELEASE AVAILABLE IN STORES AND ONLINE	1 0.2	1 0.5	0 0





TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
RETAIL SHOE COMPANY KNOWN FOR EXCLUSIVE RELEASES OF MAJOR BRANDS LIKE NIKE	1 0.2	1 0.5	0 0
OTHER BRAND SALES MENTIONS	11 2.6	4 1.9	7 3.3
BRAND AUTHORIZATION (SUBNET)	2 0.5	2 1.0	0 0
NIKE CAN BE FINICKY WITH THEIR TRADEMARKS/COPYRIGHTS	1 0.2	1 0.5	0 0
NIKE HAD TO LEND IT'S NAME TO THE SHOE	1 0.2	1 0.5	0 0
OTHER BRAND AUTHORIZATION MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
NIKE IS SUING STOCKX FOR LAUNCHING VAULT NFTS BASED ON NIKE SNEAKERS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	8 1.9	3 1.5	5 2.4
PRIOR EXPERIENCE/KNOWLEDGE (NET)	15 3.6	4 1.9	11 5.2
I KNOW PERSONALLY THAT NIKE OFFERS IT	1 0.2	0 0	1 0.5
I KNOW IT IS BY NIKE SB	1 0.2	0 0	1 0.5
I KNOW DUNKS ARE MADE BY NIKE	1 0.2	0 0	1 0.5
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	3 0.7	1 0.5	2 0.9
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	10 2.4	3 1.5	7 3.3



TARGET RESEARCH GROUP INC.  
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Table 16

Q.345/Q.346 WHAT MAKES YOU SAY THAT [INSERT COMPANY/BRAND MENTIONED AT Q.340]  
OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	2 0.5	1 0.5	1 0.5
IT'S OBVIOUS	3 0.7	1 0.5	2 0.9
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	5 1.2	2 1.0	3 1.4
NIKE/IT'S NIKE (UNSPEC)	7 1.7	2 1.0	5 2.4
STOCKX/IT'S STOCKX (UNSPEC)	4 1.0	2 1.0	2 0.9
UNIQUE/INNOVATIVE	3 0.7	1 0.5	2 0.9
OTHER MISCELLANEOUS MENTIONS	15 3.6	5 2.4	10 4.7
DON'T KNOW/UNSURE (Q.345/Q.346)	46 11.0	18 8.7	28 13.3
DON'T KNOW/UNSURE (Q.340)	34 8.2	12 5.8	22 10.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED NIKE AT Q.340	296 71.0	168 81.6	128 60.7
APPEARS ON THE WEBSITE (NET)	185 44.4	113 54.9	72 34.1
WEBSITE LOCATION (SUBNET)	10 2.4	6 2.9	4 1.9
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	2 0.5	1 0.5	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	5 1.2	2 1.0	3 1.4
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	1 0.2	1 0.5	0 0
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	1 0.2	1 0.5	0 0
OTHER WEBSITE LOCATION MENTIONS	1 0.2	1 0.5	0 0
WEBSITE EXECUTION (SUBNET)	10 2.4	6 2.9	4 1.9
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	6 1.4	3 1.5	3 1.4
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	3 0.7	3 1.5	0 0
OTHER WEBSITE EXECUTION MENTIONS	1 0.2	0 0	1 0.5
WEBSITE COPY (SUBNET)	112 26.9	53 25.7	59 28.0
NAME/BRAND NAME (SUB-SUBNET)	55 13.2	31 15.0	24 11.4

TARGET RESEARCH GROUP INC.  
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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE (SUB-SUB-SUBNET)	42 10.1	22 10.7	20 9.5
IT SAYS NIKE/NIKE NAME IS SHOWN	26 6.2	14 6.8	12 5.7
IT SAYS NIKE SB DUNK	5 1.2	4 1.9	1 0.5
IT SAYS NIKE SB DUNK LOW	5 1.2	1 0.5	4 1.9
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S	2 0.5	1 0.5	1 0.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	2 0.5	1 0.5	1 0.5
IT SAYS NIKE DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
IT SAYS NIKE DUNK LOW	1 0.2	0 0	1 0.5
IT SAYS LOW DUNK	1 0.2	1 0.5	0 0
BEN & JERRY'S (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	1 0.2	0 0	1 0.5
STOCKX (SUB-SUB-SUBNET)	5 1.2	2 1.0	3 1.4
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	3 0.7	1 0.5	2 0.9
IT SAYS STOCKX VAULT NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS IT'S A STOCKX TOKEN	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	10 2.4	6 2.9	4 1.9
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.2	1 0.5	0 0
DESCRIPTION (SUB-SUBNET)	59 14.1	23 11.2	36 17.1
OWNERSHIP (SUB-SUB-SUBNET)	3 0.7	0 0	3 1.4
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	3 0.7	0 0	3 1.4
IT SAYS IT TRACKS PROOF OF OWNERSHIP	1 0.2	0 0	1 0.5
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.2	0 0	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	52 12.5	20 9.7	32 15.2
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	4 1.0	2 1.0	2 0.9
OTHER DESCRIPTION MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	13 3.1	3 1.5	10 4.7

TARGET RESEARCH GROUP INC.  
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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	2 0.5	1 0.5	1 0.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	8 1.9	5 2.4	3 1.4
IT'S IN THE NAME/TITLE OF THE NFT	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	7 1.7	2 1.0	5 2.4
WEBSITE/PRODUCT VISUALS (SUBNET)	85 20.4	78 37.9	7 3.3
PRODUCT VISUALS (SUB-SUBNET)	43 10.3	37 18.0	6 2.8
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	28 6.7	25 12.1	3 1.4
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	2 0.5	1 0.5	1 0.5
(PRODUCT/SHOE) LOOKS LIKE/IS STYLED LIKE A NIKE PRODUCT	4 1.0	4 1.9	0 0
HAS/SAYS NIKE ON THE SHOE	4 1.0	4 1.9	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	10 2.4	9 4.4	1 0.5
HAS/SHOWS THE NIKE LOGO ON THE SIDE OF THE SHOE/SNEAKER	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE TONGUE	2 0.5	2 1.0	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	5 1.2	5 2.4	0 0
HAS/SAYS NIKE ON THE TONGUE	1 0.2	1 0.5	0 0





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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
HAS/SHOWS THE NIKE TOE TAG	1 0.2	1 0.5	0 0
HAS/SHOWS NIKE ON THE HEEL TAB	2 0.5	0 0	2 0.9
NIKE BRANDING ON MULTIPLE PLACES ON THE SHOE	1 0.2	1 0.5	0 0
DUNK LOW SILHOUETTE	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	4 1.0	2 1.0	2 0.9
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	7 1.7	7 3.4	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	6 1.4	4 1.9	2 0.9
LOGO (SUB-SUBNET)	44 10.6	42 20.4	2 0.9
NIKE LOGO (SUB-SUB-SUBNET)	21 5.0	19 9.2	2 0.9
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	6 1.4	6 2.9	0 0
HAS/SHOWS THE NIKE SWOOSH	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE SWOOSH TRADEMARK SYMBOL	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	6 1.4	6 2.9	0 0
HAS/SHOWS THE YELLOW SWOOSH	2 0.5	1 0.5	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.2	1 0.5	0 0
HAS/SHOWS THE ICONIC SWOOSH/ SWOOSH LOGO	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE CHECK	2 0.5	2 1.0	0 0
THE NFT SHOWS THE NIKE LOGO	1 0.2	0 0	1 0.5
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	13 3.1	13 6.3	0 0
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	4 1.0	4 1.9	0 0
OTHER MISCELLANEOUS LOGO MENTIONS	7 1.7	7 3.4	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	1 0.2	1 0.5	0 0
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	1 0.2	1 0.5	0 0
DESIGN/THE DESIGN/STYLE (UNSPEC)	8 1.9	7 3.4	1 0.5
COLOR/COLORS/COLOR SCHEME (UNSPEC)	8 1.9	6 2.9	2 0.9
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

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Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	11 2.6	6 2.9	5 2.4
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.2	1 0.5	0 0
PRODUCT RELATED (NET)	73 17.5	51 24.8	22 10.4
PRODUCT ATTRIBUTES (SUBNET)	9 2.2	6 2.9	3 1.4
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	2 0.5	1 0.5	1 0.5
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	1 0.2	1 0.5	0 0
OTHER PRODUCT ATTRIBUTES MENTIONS	7 1.7	5 2.4	2 0.9
PRODUCT BRAND/MANUFACTURER (SUBNET)	64 15.3	45 21.8	19 9.0
NIKE PRODUCT (SUB-SUBNET)	44 10.6	31 15.0	13 6.2
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	9 2.2	6 2.9	3 1.4
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	30 7.2	21 10.2	9 4.3
SB DUNK LOW IS FROM NIKE	1 0.2	1 0.5	0 0
IT'S AN NFT TICKET FOR A NIKE SHOE	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S AN NFT BASED ON NIKE SHOES	1 0.2	1 0.5	0 0
RELEASED ORIGINALLY AS ONLY A NIKE SHOE	1 0.2	1 0.5	0 0
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	15 3.6	12 5.8	3 1.4
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	5 1.2	2 1.0	3 1.4
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	5 1.2	3 1.5	2 0.9
BRAND HERITAGE/REPUTATION (NET)	21 5.0	11 5.3	10 4.7
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	9 2.2	4 1.9	5 2.4
NIKE IS A POPULAR BRAND/POPULAR SNEAKER BRAND	1 0.2	1 0.5	0 0
NIKE IS A RELIABLE BRAND/RELIABLE SNEAKER BRAND	1 0.2	1 0.5	0 0
NIKE IS TRUSTWORTHY/A BRAND I CAN TRUST	1 0.2	0 0	1 0.5
NIKE IS A TOP BRAND	1 0.2	1 0.5	0 0
NIKE IS AN EXPERIENCED BRAND	1 0.2	0 0	1 0.5



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Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE PRODUCES GOOD/THE BEST QUALITY PRODUCTS	3 0.7	1 0.5	2 0.9
NIKE PRODUCES/MAKES A LOT OF PRODUCTS/A VARIETY OF PRODUCTS	1 0.2	1 0.5	0 0
NIKE IS A SHOE COMPANY	1 0.2	1 0.5	0 0
NIKE IS A CLOTHING/SPORTSWEAR COMPANY	1 0.2	1 0.5	0 0
NIKE HAS THE CAPABILITIES TO OFFER SUCH PRODUCTS	1 0.2	0 0	1 0.5
NIKE SHARE PRICE ARE GREAT VALUE	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	6 1.4	5 2.4	1 0.5
RELIABLE/TRUSTWORTHY BRAND	4 1.0	2 1.0	2 0.9
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	2 0.5	0 0	2 0.9
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	8 1.9	3 1.5	5 2.4
BRAND RELATIONSHIP/AFFILIATION (NET)	42 10.1	16 7.8	26 12.3
BRAND COLLABORATION (SUBNET)	23 5.5	9 4.4	14 6.6
COLLABORATION WITH NIKE (SUB- SUBNET)	14 3.4	6 2.9	8 3.8
IT'S A COLLABORATION WITH NIKE	2 0.5	1 0.5	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SNEAKER COLLAB WITH NIKE	3 0.7	0 0	3 1.4
COLLAB OF NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY WITH STOCKX VAULT NFT	1 0.2	0 0	1 0.5
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	9 2.2	5 2.4	4 1.9
NIKE HAS PARTNERED WITH NFT	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	2 0.5	0 0	2 0.9
SNEAKER COLLAB/COLLABORATION	1 0.2	0 0	1 0.5
A PIECE OF SNEAKER COLLAB HISTORY	3 0.7	2 1.0	1 0.5
IT'S A COLLABORATION WITH BEN & JERRY'S	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 0.5	0 0	2 0.9
BRAND SPONSORSHIP (SUBNET)	3 0.7	2 1.0	1 0.5
NIKE IS ONE OF THE SPONSORS	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	2 0.5	2 1.0	0 0
BRAND PROMOTION/MARKETING (SUBNET)	2 0.5	0 0	2 0.9
NIKE IS THE OFFER TO ENTICE THE BUYERS	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	0 0	1 0.5
BRAND SALES (SUBNET)	13 3.1	5 2.4	8 3.8
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	2 0.5	1 0.5	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	2 0.5	1 0.5	1 0.5
STOCKX SELLS NIKE	1 0.2	0 0	1 0.5
NIKE IS OFFERING THIS PRODUCT THROUGH STOCKX	1 0.2	0 0	1 0.5
SELLING AN NFT RELATED TO A NIKE PRODUCT	1 0.2	0 0	1 0.5
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	6 1.4	1 0.5	5 2.4
NIKE'S NEW NFT PLATFORM DOTSWOOSH WILL SELL VIRTUAL SNEAKERS	1 0.2	1 0.5	0 0
EXCLUSIVE NIKE RELEASE AVAILABLE IN STORES AND ONLINE	1 0.2	1 0.5	0 0
BRAND AUTHORIZATION (SUBNET)	2 0.5	2 1.0	0 0
NIKE CAN BE FINICKY WITH THEIR TRADEMARKS/COPYRIGHTS	1 0.2	1 0.5	0 0
NIKE HAD TO LEND IT'S NAME TO THE SHOE	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
NIKE IS SUING STOCKX FOR LAUNCHING VAULT NFTS BASED ON NIKE SNEAKERS	1 0.2	0 0	1 0.5



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	4 1.0	0 0	4 1.9
PRIOR EXPERIENCE/KNOWLEDGE (NET)	6 1.4	1 0.5	5 2.4
I KNOW PERSONALLY THAT NIKE OFFERS IT	1 0.2	0 0	1 0.5
I KNOW IT IS BY NIKE SB	1 0.2	0 0	1 0.5
I KNOW DUNKS ARE MADE BY NIKE	1 0.2	0 0	1 0.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	3 0.7	1 0.5	2 0.9
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	1 0.2	0 0	1 0.5
IT'S OBVIOUS	1 0.2	1 0.5	0 0
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	2 0.5	1 0.5	1 0.5
NIKE/IT'S NIKE (UNSPEC)	4 1.0	1 0.5	3 1.4
STOCKX/IT'S STOCKX (UNSPEC)	2 0.5	2 1.0	0 0
UNIQUE/INNOVATIVE	3 0.7	1 0.5	2 0.9
OTHER MISCELLANEOUS MENTIONS	3 0.7	1 0.5	2 0.9
DON'T KNOW/UNSURE (Q.345/Q.346)	17 4.1	6 2.9	11 5.2

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 17

Q.345/Q.346 WHAT MAKES YOU SAY THAT NIKE OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NO MENTION OF NIKE AT Q.340	121 29.0	38 18.4	83 39.3

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED STOCKX AT Q.340	168 40.3	85 41.3	83 39.3
APPEARS ON THE WEBSITE (NET)	125 30.0	65 31.6	60 28.4
WEBSITE LOCATION (SUBNET)	19 4.6	10 4.9	9 4.3
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	3 0.7	3 1.5	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	4 1.0	3 1.5	1 0.5
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	4 1.0	0 0	4 1.9
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	5 1.2	3 1.5	2 0.9
OTHER WEBSITE LOCATION MENTIONS	6 1.4	3 1.5	3 1.4
WEBSITE EXECUTION (SUBNET)	17 4.1	6 2.9	11 5.2
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	13 3.1	6 2.9	7 3.3
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	6 1.4	1 0.5	5 2.4
OTHER WEBSITE EXECUTION MENTIONS	3 0.7	1 0.5	2 0.9
WEBSITE COPY (SUBNET)	89 21.3	51 24.8	38 18.0
NAME/BRAND NAME (SUB-SUBNET)	54 12.9	30 14.6	24 11.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE (SUB-SUB-SUBNET)	4 1.0	2 1.0	2 0.9
IT SAYS NIKE/NIKE NAME IS SHOWN	2 0.5	2 1.0	0 0
IT SAYS NIKE SB DUNK	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
STOCKX (SUB-SUB-SUBNET)	30 7.2	16 7.8	14 6.6
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	17 4.1	9 4.4	8 3.8
IT SAYS STOCKX VAULT	2 0.5	1 0.5	1 0.5
IT SAYS STOCKX VAULT NFT	9 2.2	5 2.4	4 1.9
IT SAYS IT'S A STOCKX TOKEN	4 1.0	3 1.5	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	21 5.0	13 6.3	8 3.8
IT SAYS NFT VAULT/VAULT NFT	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
DESCRIPTION (SUB-SUBNET)	47 11.3	29 14.1	18 8.5
OWNERSHIP (SUB-SUB-SUBNET)	10 2.4	6 2.9	4 1.9
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	8 1.9	5 2.4	3 1.4
IT SAYS IT TRACKS PROOF OF OWNERSHIP	4 1.0	2 1.0	2 0.9
THE NFT ENTITLES YOU TO OWNERSHIP OF THE NIKE PRODUCT	1 0.2	0 0	1 0.5
OTHER OWNERSHIP MENTIONS	1 0.2	1 0.5	0 0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	4 1.0	2 1.0	2 0.9
IT SAYS IT'S STOCKX VERIFIED	3 0.7	2 1.0	1 0.5
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.2	0 0	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	23 5.5	13 6.3	10 4.7
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	17 4.1	9 4.4	8 3.8
OTHER DESCRIPTION MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	7 1.7	6 2.9	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	4 1.0	3 1.5	1 0.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	4 1.0	3 1.5	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	7 1.7	5 2.4	2 0.9
WEBSITE/PRODUCT VISUALS (SUBNET)	34 8.2	12 5.8	22 10.4
PRODUCT VISUALS (SUB-SUBNET)	7 1.7	3 1.5	4 1.9
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.2	0 0	1 0.5
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	3 0.7	0 0	3 1.4
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	3 0.7	3 1.5	0 0
LOGO (SUB-SUBNET)	14 3.4	5 2.4	9 4.3
NIKE LOGO (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
DON'T SEE ANY NIKE SIGNS LINKED TO THE SHOE	1 0.2	0 0	1 0.5
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	10 2.4	4 1.9	6 2.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER MISCELLANEOUS LOGO MENTIONS	4 1.0	1 0.5	3 1.4
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	6 1.4	1 0.5	5 2.4
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	4 1.0	1 0.5	3 1.4
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	4 1.0	2 1.0	2 0.9
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	17 4.1	7 3.4	10 4.7
IT'S THE SITE/WEBSITE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	2 0.5	0 0	2 0.9
PRODUCT RELATED (NET)	10 2.4	4 1.9	6 2.8
PRODUCT ATTRIBUTES (SUBNET)	1 0.2	0 0	1 0.5
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	1 0.2	0 0	1 0.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	4 1.0	3 1.5	1 0.5
NIKE PRODUCT (SUB-SUBNET)	1 0.2	1 0.5	0 0





TARGET RESEARCH GROUP INC. SNEAKER ONLINE SURVEY (#103-23012)			
Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?			
	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	3 0.7	1 0.5	2 0.9
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	2 0.5	0 0	2 0.9
BRAND HERITAGE/REPUTATION (NET)	2 0.5	1 0.5	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	1 0.2	1 0.5	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	38 9.1	25 12.1	13 6.2
BRAND COLLABORATION (SUBNET)	3 0.7	2 1.0	1 0.5
COLLABORATION WITH NIKE (SUB- SUBNET)	1 0.2	0 0	1 0.5
COLLAB OF NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY WITH STOCKX VAULT NFT	1 0.2	0 0	1 0.5



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 18

Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS  
THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS BRAND COLLABORATION			
SNEAKER COLLAB/COLLABORATION	1 0.2	0 0	1 0.5
A PIECE OF SNEAKER COLLAB HISTORY	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	1 0.2	1 0.5	0 0
BRAND SPONSORSHIP (SUBNET)	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	1 0.2	0 0	1 0.5
BRAND PROMOTION/MARKETING (SUBNET)	1 0.2	0 0	1 0.5
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	0 0	1 0.5
BRAND SALES (SUBNET)	33 7.9	24 11.7	9 4.3
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	10 2.4	9 4.4	1 0.5
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	4 1.0	3 1.5	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	7 1.7	5 2.4	2 0.9
THAT IS WHO IS SELLING THE SHOES FROM NIKE	1 0.2	1 0.5	0 0
LAUNCHES THE NIKE PRODUCT NFT	1 0.2	1 0.5	0 0
RETAIL SHOE COMPANY KNOWN FOR EXCLUSIVE RELEASES OF MAJOR BRANDS LIKE NIKE	1 0.2	1 0.5	0 0



Table 18

TARGET RESEARCH GROUP INC. SNEAKER ONLINE SURVEY (#103-23012)			
Q.345/Q.346 WHAT MAKES YOU SAY THAT STOCKX OFFERS THE PRODUCT / NFT SHOWN ON THE SCREEN? / ANY OTHER REASON?			
	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER BRAND SALES MENTIONS	9 2.2	4 1.9	5 2.4
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	2 0.5	1 0.5	1 0.5
PRIOR EXPERIENCE/KNOWLEDGE (NET)	7 1.7	2 1.0	5 2.4
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	7 1.7	2 1.0	5 2.4
MISCELLANEOUS			
IT'S OBVIOUS	2 0.5	0 0	2 0.9
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	1 0.2	1 0.5	0 0
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
STOCKX/IT'S STOCKX (UNSPEC)	2 0.5	0 0	2 0.9
OTHER MISCELLANEOUS MENTIONS	4 1.0	1 0.5	3 1.4
DON'T KNOW/UNSURE (Q.345/Q.346)	14 3.4	4 1.9	10 4.7
NO MENTION OF STOCKX AT Q.340	249 59.7	121 58.7	128 60.7

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 19

Q.350 DOES/DO THE COMPANY(IES) OR BRAND(S) THAT OFFER THE PRODUCT / NFT ON THIS  
PAGE OFFER OTHER PRODUCTS OR SERVICES?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
YES, IT DOES OFFER OTHER PRODUCTS OR SERVICES	286 68.6	149 72.3	137 64.9
NO, IT DOES NOT OFFER OTHER PRODUCTS OR SERVICES	51 12.2	20 9.7	31 14.7
DON'T KNOW/UNSURE	80 19.2	37 18.0	43 20.4

TARGET RESEARCH GROUP INC.  
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Table 20

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
YES, IT DOES OFFER OTHER PRODUCTS OR SERVICES	286 68.6	149 72.3	137 64.9
BEN & JERRY'S (NET)	18 4.3	9 4.4	9 4.3
BEN & JERRY'S	14 3.4	8 3.9	6 2.8
BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
CHUNKY DUNKY	1 0.2	1 0.5	0 0
OTHER BEN & JERRY'S MENTIONS	3 0.7	1 0.5	2 0.9
NIKE (NET)	36 8.6	19 9.2	17 8.1
SB (SUBNET)	4 1.0	1 0.5	3 1.4
NIKE SB	1 0.2	1 0.5	0 0
NIKE SB DUNK LOW	2 0.5	0 0	2 0.9
SB	1 0.2	0 0	1 0.5
JORDAN (SUBNET)	6 1.4	3 1.5	3 1.4
JORDAN/JORDANS	4 1.0	1 0.5	3 1.4
AIR JORDAN	2 0.5	2 1.0	0 0

TARGET RESEARCH GROUP INC.  
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Table 20

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	25 6.0	14 6.8	11 5.2
NIKE SHOES	3 0.7	1 0.5	2 0.9
LOW	1 0.2	0 0	1 0.5
STOCKX (NET)	20 4.8	12 5.8	8 3.8
STOCKX	10 2.4	6 2.9	4 1.9
STOCKX VAULT	1 0.2	1 0.5	0 0
VAULT	2 0.5	2 1.0	0 0
OTHER STOCKX MENTIONS	7 1.7	3 1.5	4 1.9
MISCELLANEOUS BRANDS			
AMAZON	2 0.5	1 0.5	1 0.5
ADIDAS	7 1.7	5 2.4	2 0.9
PUMA	3 0.7	1 0.5	2 0.9
OTHER MISCELLANEOUS BRANDS MENTIONS	4 1.0	2 1.0	2 0.9
PRODUCT TYPE (NET)	133 31.9	74 35.9	59 28.0
CLOTHING/APPAREL (SUBNET)	104 24.9	56 27.2	48 22.7





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Table 20

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
FOOTWEAR (SUB-SUBNET)	69 16.5	35 17.0	34 16.1
SHOES	46 11.0	23 11.2	23 10.9
SNEAKERS	21 5.0	11 5.3	10 4.7
OTHER FOOTWEAR MENTIONS	4 1.0	2 1.0	2 0.9
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	44 10.6	24 11.7	20 9.5
ATHLETIC WEAR/SPORTS WEAR/ APPAREL	9 2.2	6 2.9	3 1.4
SHIRTS/T-SHIRTS	5 1.2	4 1.9	1 0.5
OTHER MISCELLANEOUS CLOTHING/ APPAREL MENTIONS	4 1.0	2 1.0	2 0.9
ACCESSORIES (SUBNET)	7 1.7	4 1.9	3 1.4
WATCHES	4 1.0	2 1.0	2 0.9
OTHER ACCESSORIES MENTIONS	4 1.0	2 1.0	2 0.9
FOOD (SUBNET)	39 9.4	21 10.2	18 8.5
ICE CREAM	35 8.4	19 9.2	16 7.6
OTHER FOOD MENTIONS	4 1.0	2 1.0	2 0.9

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Table 20

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SPORTING GOODS/EQUIPMENT (SUBNET)	11 2.6	8 3.9	3 1.4
SPORTING GOODS/SPORTS EQUIPMENT	8 1.9	5 2.4	3 1.4
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	3 0.7	3 1.5	0 0
COLLECTIBLES (SUBNET)	9 2.2	8 3.9	1 0.5
COLLECTIBLES (UNSPEC)	7 1.7	6 2.9	1 0.5
OTHER COLLECTIBLES MENTIONS	4 1.0	4 1.9	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	17 4.1	9 4.4	8 3.8
STOCKS	4 1.0	3 1.5	1 0.5
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	11 2.6	7 3.4	4 1.9
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	27 6.5	13 6.3	14 6.6
DON'T KNOW/UNSURE (Q.355)	66 15.8	32 15.5	34 16.1
NO, IT DOES NOT OFFER OTHER PRODUCTS OR SERVICES	51 12.2	20 9.7	31 14.7
DON'T KNOW/UNSURE (Q.350)	80 19.2	37 18.0	43 20.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 21

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
YES, IT DOES OFFER OTHER PRODUCTS OR SERVICES	205 69.3	121 72.0	84 65.6
BEN & JERRY'S (NET)	14 4.7	8 4.8	6 4.7
BEN & JERRY'S	11 3.7	7 4.2	4 3.1
CHUNKY DUNKY	1 0.3	1 0.6	0 0
OTHER BEN & JERRY'S MENTIONS	3 1.0	1 0.6	2 1.6
NIKE (NET)	29 9.8	17 10.1	12 9.4
SB (SUBNET)	3 1.0	1 0.6	2 1.6
NIKE SB	1 0.3	1 0.6	0 0
NIKE SB DUNK LOW	1 0.3	0 0	1 0.8
SB	1 0.3	0 0	1 0.8
JORDAN (SUBNET)	4 1.4	3 1.8	1 0.8
JORDAN/JORDANS	2 0.7	1 0.6	1 0.8
AIR JORDAN	2 0.7	2 1.2	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	19 6.4	12 7.1	7 5.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 21

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
NIKE SHOES	3 1.0	1 0.6	2 1.6
LOW	1 0.3	0 0	1 0.8
STOCKX (NET)	14 4.7	10 6.0	4 3.1
STOCKX	8 2.7	6 3.6	2 1.6
STOCKX VAULT	1 0.3	1 0.6	0 0
VAULT	2 0.7	2 1.2	0 0
OTHER STOCKX MENTIONS	3 1.0	1 0.6	2 1.6
MISCELLANEOUS BRANDS			
AMAZON	1 0.3	1 0.6	0 0
ADIDAS	5 1.7	4 2.4	1 0.8
PUMA	2 0.7	1 0.6	1 0.8
OTHER MISCELLANEOUS BRANDS MENTIONS	3 1.0	2 1.2	1 0.8
PRODUCT TYPE (NET)	105 35.5	65 38.7	40 31.3
CLOTHING/APPAREL (SUBNET)	87 29.4	50 29.8	37 28.9
FOOTWEAR (SUB-SUBNET)	54 18.2	30 17.9	24 18.8

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Table 21

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
SHOES	37 12.5	21 12.5	16 12.5
SNEAKERS	15 5.1	8 4.8	7 5.5
OTHER FOOTWEAR MENTIONS	3 1.0	1 0.6	2 1.6
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	41 13.9	22 13.1	19 14.8
ATHLETIC WEAR/SPORTS WEAR/ APPAREL	9 3.0	6 3.6	3 2.3
SHIRTS/T-SHIRTS	5 1.7	4 2.4	1 0.8
OTHER MISCELLANEOUS CLOTHING/ APPAREL MENTIONS	4 1.4	2 1.2	2 1.6
ACCESSORIES (SUBNET)	7 2.4	4 2.4	3 2.3
WATCHES	4 1.4	2 1.2	2 1.6
OTHER ACCESSORIES MENTIONS	4 1.4	2 1.2	2 1.6
FOOD (SUBNET)	35 11.8	20 11.9	15 11.7
ICE CREAM	31 10.5	18 10.7	13 10.2
OTHER FOOD MENTIONS	4 1.4	2 1.2	2 1.6
SPORTING GOODS/EQUIPMENT (SUBNET)	11 3.7	8 4.8	3 2.3

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Table 21

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
SPORTING GOODS/SPORTS EQUIPMENT	8 2.7	5 3.0	3 2.3
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	3 1.0	3 1.8	0 0
COLLECTIBLES (SUBNET)	6 2.0	6 3.6	0 0
COLLECTIBLES (UNSPEC)	5 1.7	5 3.0	0 0
OTHER COLLECTIBLES MENTIONS	3 1.0	3 1.8	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	12 4.1	9 5.4	3 2.3
STOCKS	3 1.0	3 1.8	0 0
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	9 3.0	6 3.6	3 2.3
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	18 6.1	10 6.0	8 6.3
DON'T KNOW/UNSURE (Q.355)	40 13.5	22 13.1	18 14.1
NO, IT DOES NOT OFFER OTHER PRODUCTS OR SERVICES	38 12.8	18 10.7	20 15.6
DON'T KNOW/UNSURE (Q.350)	53 17.9	29 17.3	24 18.8

TARGET RESEARCH GROUP INC.  
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Table 22

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
YES, IT DOES OFFER OTHER PRODUCTS OR SERVICES	119 70.8	65 76.5	54 65.1
BEN & JERRY'S (NET)	11 6.5	7 8.2	4 4.8
BEN & JERRY'S	9 5.4	6 7.1	3 3.6
BEN & JERRY'S CHUNKY DUNKY	1 0.6	0 0	1 1.2
CHUNKY DUNKY	1 0.6	1 1.2	0 0
OTHER BEN & JERRY'S MENTIONS	1 0.6	1 1.2	0 0
NIKE (NET)	10 6.0	4 4.7	6 7.2
SB (SUBNET)	4 2.4	1 1.2	3 3.6
NIKE SB	1 0.6	1 1.2	0 0
NIKE SB DUNK LOW	2 1.2	0 0	2 2.4
SB	1 0.6	0 0	1 1.2
JORDAN (SUBNET)	1 0.6	0 0	1 1.2
JORDAN/JORDANS	1 0.6	0 0	1 1.2
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	6 3.6	3 3.5	3 3.6



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Table 22

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
LOW	1 0.6	0 0	1 1.2
STOCKX (NET)	14 8.3	8 9.4	6 7.2
STOCKX	4 2.4	2 2.4	2 2.4
STOCKX VAULT	1 0.6	1 1.2	0 0
VAULT	2 1.2	2 2.4	0 0
OTHER STOCKX MENTIONS	7 4.2	3 3.5	4 4.8
MISCELLANEOUS BRANDS			
AMAZON	1 0.6	0 0	1 1.2
ADIDAS	1 0.6	1 1.2	0 0
OTHER MISCELLANEOUS BRANDS MENTIONS	1 0.6	0 0	1 1.2
PRODUCT TYPE (NET)	60 35.7	38 44.7	22 26.5
CLOTHING/APPAREL (SUBNET)	49 29.2	31 36.5	18 21.7
FOOTWEAR (SUB-SUBNET)	41 24.4	25 29.4	16 19.3
SHOES	27 16.1	17 20.0	10 12.0
SNEAKERS	13 7.7	8 9.4	5 6.0

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Table 22

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
OTHER FOOTWEAR MENTIONS	2 1.2	1 1.2	1 1.2
MISCELLANEOUS CLOTHING/APPAREL			
CLOTHING/APPAREL (UNSPEC)	16 9.5	11 12.9	5 6.0
ATHLETIC WEAR/SPORTS WEAR/ APPAREL	1 0.6	1 1.2	0 0
ACCESSORIES (SUBNET)	2 1.2	2 2.4	0 0
WATCHES	2 1.2	2 2.4	0 0
FOOD (SUBNET)	16 9.5	11 12.9	5 6.0
ICE CREAM	16 9.5	11 12.9	5 6.0
SPORTING GOODS/EQUIPMENT (SUBNET)	3 1.8	3 3.5	0 0
SPORTING GOODS/SPORTS EQUIPMENT	2 1.2	2 2.4	0 0
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	1 0.6	1 1.2	0 0
COLLECTIBLES (SUBNET)	8 4.8	7 8.2	1 1.2
COLLECTIBLES (UNSPEC)	6 3.6	5 5.9	1 1.2
OTHER COLLECTIBLES MENTIONS	4 2.4	4 4.7	0 0

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Table 22

Q.355 WHAT OTHER PRODUCTS OR SERVICES DOES/DO THE COMPANY(IES) OR BRAND(S)  
THAT OFFER THE PRODUCT / NFT ON THIS PAGE OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
MISCELLANEOUS PRODUCT TYPE			
NFTS	12 7.1	5 5.9	7 8.4
STOCKS	2 1.2	1 1.2	1 1.2
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	8 4.8	6 7.1	2 2.4
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	18 10.7	9 10.6	9 10.8
DON'T KNOW/UNSURE (Q.355)	19 11.3	9 10.6	10 12.0
NO, IT DOES NOT OFFER OTHER PRODUCTS OR SERVICES	16 9.5	6 7.1	10 12.0
DON'T KNOW/UNSURE (Q.350)	33 19.6	14 16.5	19 22.9

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Table 23

Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION  
OR CONNECTION WITH ANOTHER COMPANY OR BRAND?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	221 53.0	114 55.3	107 50.7
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	82 19.7	37 18.0	45 21.3
DON'T KNOW/UNSURE	114 27.3	55 26.7	59 28.0

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Table 24

Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION  
OR CONNECTION WITH ANOTHER COMPANY OR BRAND?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	155 52.4	89 53.0	66 51.6
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	57 19.3	33 19.6	24 18.8
DON'T KNOW/UNSURE	84 28.4	46 27.4	38 29.7

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Table 25

Q.360 DOES OR DOESN'T THE COMPANY THAT MAKES THIS OFFER HAVE A BUSINESS AFFILIATION  
OR CONNECTION WITH ANOTHER COMPANY OR BRAND?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	92 54.8	44 51.8	48 57.8
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	36 21.4	18 21.2	18 21.7
DON'T KNOW/UNSURE	40 23.8	23 27.1	17 20.5

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Table 26

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	221 53.0	114 55.3	107 50.7
BEN & JERRY'S (NET)	77 18.5	39 18.9	38 18.0
BEN & JERRY'S	71 17.0	37 18.0	34 16.1
BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
CHUNKY DUNKY	4 1.0	2 1.0	2 0.9
OTHER BEN & JERRY'S MENTIONS	4 1.0	1 0.5	3 1.4
NIKE (NET)	98 23.5	49 23.8	49 23.2
SB (SUBNET)	5 1.2	1 0.5	4 1.9
NIKE SB	1 0.2	0 0	1 0.5
SB DUNK	1 0.2	0 0	1 0.5
SB DUNK LOW	1 0.2	0 0	1 0.5
SB DUNK LOW BEN	1 0.2	1 0.5	0 0
SB	1 0.2	0 0	1 0.5
JORDAN (SUBNET)	5 1.2	4 1.9	1 0.5
JORDAN/JORDANS	4 1.0	3 1.5	1 0.5





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Table 26

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
AIR JORDAN	1 0.2	1 0.5	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	88 21.1	43 20.9	45 21.3
NIKE COLLECTIONS	1 0.2	1 0.5	0 0
DUNK LOW	2 0.5	0 0	2 0.9
DUNK BEN	1 0.2	0 0	1 0.5
AIR FORCE	1 0.2	1 0.5	0 0
STOCKX (NET)	32 7.7	19 9.2	13 6.2
STOCKX	28 6.7	19 9.2	9 4.3
STOCKX VAULT	2 0.5	0 0	2 0.9
STOCKX VAULT NFT	1 0.2	0 0	1 0.5
VAULT NFT	1 0.2	0 0	1 0.5
MISCELLANEOUS BRANDS			
AMAZON	2 0.5	2 1.0	0 0
ADIDAS	6 1.4	5 2.4	1 0.5
NEW BALANCE	2 0.5	2 1.0	0 0



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Table 26

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
PUMA	6 1.4	4 1.9	2 0.9
OTHER MISCELLANEOUS BRANDS MENTIONS	10 2.4	9 4.4	1 0.5
PRODUCT TYPE (NET)	8 1.9	2 1.0	6 2.8
CLOTHING/APPAREL (SUBNET)	1 0.2	1 0.5	0 0
FOOTWEAR (SUB-SUBNET)	1 0.2	1 0.5	0 0
OTHER FOOTWEAR MENTIONS	1 0.2	1 0.5	0 0
FOOD (SUBNET)	1 0.2	0 0	1 0.5
ICE CREAM	1 0.2	0 0	1 0.5
COLLECTIBLES (SUBNET)	1 0.2	1 0.5	0 0
OTHER COLLECTIBLES MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	4 1.0	0 0	4 1.9
STOCKS	1 0.2	0 0	1 0.5
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	10 2.4	4 1.9	6 2.8

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Table 26

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
DON'T KNOW/UNSURE (Q.365)	45 10.8	18 8.7	27 12.8
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	82 19.7	37 18.0	45 21.3
DON'T KNOW/UNSURE (Q.360)	114 27.3	55 26.7	59 28.0

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Table 27

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	155 52.4	89 53.0	66 51.6
BEN & JERRY'S (NET)	62 20.9	34 20.2	28 21.9
BEN & JERRY'S	59 19.9	32 19.0	27 21.1
BEN & JERRY'S CHUNKY DUNKY	1 0.3	0 0	1 0.8
CHUNKY DUNKY	4 1.4	2 1.2	2 1.6
OTHER BEN & JERRY'S MENTIONS	1 0.3	1 0.6	0 0
NIKE (NET)	71 24.0	37 22.0	34 26.6
SB (SUBNET)	4 1.4	1 0.6	3 2.3
NIKE SB	1 0.3	0 0	1 0.8
SB DUNK LOW	1 0.3	0 0	1 0.8
SB DUNK LOW BEN	1 0.3	1 0.6	0 0
SB	1 0.3	0 0	1 0.8
JORDAN (SUBNET)	3 1.0	2 1.2	1 0.8
JORDAN/JORDANS	2 0.7	1 0.6	1 0.8

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SNEAKER ONLINE SURVEY (#103-23012)

Table 27

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
AIR JORDAN	1 0.3	1 0.6	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	64 21.6	32 19.0	32 25.0
NIKE COLLECTIONS	1 0.3	1 0.6	0 0
DUNK LOW	1 0.3	0 0	1 0.8
AIR FORCE	1 0.3	1 0.6	0 0
STOCKX (NET)	27 9.1	18 10.7	9 7.0
STOCKX	23 7.8	18 10.7	5 3.9
STOCKX VAULT	2 0.7	0 0	2 1.6
STOCKX VAULT NFT	1 0.3	0 0	1 0.8
VAULT NFT	1 0.3	0 0	1 0.8
MISCELLANEOUS BRANDS			
AMAZON	1 0.3	1 0.6	0 0
ADIDAS	6 2.0	5 3.0	1 0.8
NEW BALANCE	2 0.7	2 1.2	0 0

TARGET RESEARCH GROUP INC.  
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Table 27

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
PUMA	6 2.0	4 2.4	2 1.6
OTHER MISCELLANEOUS BRANDS MENTIONS	9 3.0	8 4.8	1 0.8
PRODUCT TYPE (NET)	5 1.7	2 1.2	3 2.3
CLOTHING/APPAREL (SUBNET)	1 0.3	1 0.6	0 0
FOOTWEAR (SUB-SUBNET)	1 0.3	1 0.6	0 0
OTHER FOOTWEAR MENTIONS	1 0.3	1 0.6	0 0
FOOD (SUBNET)	1 0.3	0 0	1 0.8
ICE CREAM	1 0.3	0 0	1 0.8
COLLECTIBLES (SUBNET)	1 0.3	1 0.6	0 0
OTHER COLLECTIBLES MENTIONS	1 0.3	1 0.6	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	1 0.3	0 0	1 0.8
STOCKS	1 0.3	0 0	1 0.8
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	9 3.0	4 2.4	5 3.9

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Table 27

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
DON'T KNOW/UNSURE (Q.365)	22 7.4	10 6.0	12 9.4
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	57 19.3	33 19.6	24 18.8
DON'T KNOW/UNSURE (Q.360)	84 28.4	46 27.4	38 29.7



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Table 28

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	92 54.8	44 51.8	48 57.8
BEN & JERRY'S (NET)	39 23.2	19 22.4	20 24.1
BEN & JERRY'S	35 20.8	19 22.4	16 19.3
BEN & JERRY'S CHUNKY DUNKY	1 0.6	0 0	1 1.2
CHUNKY DUNKY	1 0.6	1 1.2	0 0
OTHER BEN & JERRY'S MENTIONS	3 1.8	0 0	3 3.6
NIKE (NET)	53 31.5	24 28.2	29 34.9
SB (SUBNET)	2 1.2	0 0	2 2.4
NIKE SB	1 0.6	0 0	1 1.2
SB	1 0.6	0 0	1 1.2
JORDAN (SUBNET)	2 1.2	2 2.4	0 0
JORDAN/JORDANS	2 1.2	2 2.4	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	50 29.8	23 27.1	27 32.5
DUNK LOW	1 0.6	0 0	1 1.2



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Table 28

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
DUNK BEN	1 0.6	0 0	1 1.2
STOCKX (NET)	17 10.1	8 9.4	9 10.8
STOCKX	13 7.7	8 9.4	5 6.0
STOCKX VAULT	2 1.2	0 0	2 2.4
STOCKX VAULT NFT	1 0.6	0 0	1 1.2
VAULT NFT	1 0.6	0 0	1 1.2
MISCELLANEOUS BRANDS			
ADIDAS	2 1.2	2 2.4	0 0
NEW BALANCE	1 0.6	1 1.2	0 0
PUMA	3 1.8	3 3.5	0 0
OTHER MISCELLANEOUS BRANDS MENTIONS	4 2.4	4 4.7	0 0
PRODUCT TYPE (NET)	5 3.0	1 1.2	4 4.8
CLOTHING/APPAREL (SUBNET)	1 0.6	1 1.2	0 0
FOOTWEAR (SUB-SUBNET)	1 0.6	1 1.2	0 0
OTHER FOOTWEAR MENTIONS	1 0.6	1 1.2	0 0

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Table 28

Q.365 WITH WHICH OTHER COMPANY(IES) OR BRAND(S) DOES THE COMPANY THAT MAKES  
THIS OFFER HAVE A BUSINESS AFFILIATION OR CONNECTION?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
FOOD (SUBNET)	1 0.6	0 0	1 1.2
ICE CREAM	1 0.6	0 0	1 1.2
MISCELLANEOUS PRODUCT TYPE			
NFTS	3 1.8	0 0	3 3.6
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	3 1.8	1 1.2	2 2.4
DON'T KNOW/UNSURE (Q.365)	12 7.1	5 5.9	7 8.4
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	36 21.4	18 21.2	18 21.7
DON'T KNOW/UNSURE (Q.360)	40 23.8	23 27.1	17 20.5

TARGET RESEARCH GROUP INC.  
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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	221 53.0	114 55.3	107 50.7
MENTIONED COMPANY/BRAND AT Q.365	176 42.2	96 46.6	80 37.9
APPEARS ON THE WEBSITE (NET)	91 21.8	47 22.8	44 20.9
WEBSITE LOCATION (SUBNET)	8 1.9	2 1.0	6 2.8
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	1 0.2	1 0.5	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	5 1.2	1 0.5	4 1.9
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	2 0.5	0 0	2 0.9
OTHER WEBSITE LOCATION MENTIONS	1 0.2	0 0	1 0.5
WEBSITE EXECUTION (SUBNET)	3 0.7	1 0.5	2 0.9
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	2 0.5	1 0.5	1 0.5
OTHER WEBSITE EXECUTION MENTIONS	1 0.2	0 0	1 0.5
WEBSITE COPY (SUBNET)	64 15.3	31 15.0	33 15.6
NAME/BRAND NAME (SUB-SUBNET)	23 5.5	10 4.9	13 6.2
NIKE (SUB-SUB-SUBNET)	5 1.2	0 0	5 2.4



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SNEAKER ONLINE SURVEY (#103-23012)

Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT SAYS NIKE/NIKE NAME IS SHOWN	2 0.5	0 0	2 0.9
IT SAYS NIKE SB	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S	1 0.2	0 0	1 0.5
IT SAYS DUNK LOW	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	7 1.7	2 1.0	5 2.4
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	3 0.7	1 0.5	2 0.9
IT SAYS CHUNKY DUNKY	3 0.7	1 0.5	2 0.9
OTHER BEN & JERRY'S MENTIONS	1 0.2	0 0	1 0.5
STOCKX (SUB-SUB-SUBNET)	5 1.2	3 1.5	2 0.9
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	3 0.7	2 1.0	1 0.5
IT SAYS STOCKX VAULT	1 0.2	1 0.5	0 0
IT SAYS STOCKX VAULT NFT	1 0.2	0 0	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	8 1.9	3 1.5	5 2.4

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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	3 0.7	3 1.5	0 0
DESCRIPTION (SUB-SUBNET)	34 8.2	13 6.3	21 10.0
OWNERSHIP (SUB-SUB-SUBNET)	4 1.0	1 0.5	3 1.4
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	3 0.7	0 0	3 1.4
IT SAYS IT TRACKS PROOF OF OWNERSHIP	3 0.7	1 0.5	2 0.9
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS IT'S STOCKX VERIFIED	1 0.2	0 0	1 0.5
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.2	0 0	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	27 6.5	12 5.8	15 7.1
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	2 0.5	0 0	2 0.9
OTHER DESCRIPTION MENTIONS	5 1.2	1 0.5	4 1.9
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	5 1.2	3 1.5	2 0.9
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	2 0.5	1 0.5	1 0.5



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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	9 2.2	3 1.5	6 2.8
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	5 1.2	4 1.9	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	18 4.3	11 5.3	7 3.3
PRODUCT VISUALS (SUB-SUBNET)	6 1.4	5 2.4	1 0.5
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	5 1.2	4 1.9	1 0.5
LOGO (SUB-SUBNET)	4 1.0	3 1.5	1 0.5
NIKE LOGO (SUB-SUB-SUBNET)	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	1 0.2	1 0.5	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS LOGO MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	1 0.2	0 0	1 0.5



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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	2 0.5	0 0	2 0.9
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.2	1 0.5	0 0
COLOR/COLORS/COLOR SCHEME (UNSPEC)	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	5 1.2	3 1.5	2 0.9
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	12 2.9	6 2.9	6 2.8
PRODUCT RELATED (NET)	36 8.6	20 9.7	16 7.6
PRODUCT ATTRIBUTES (SUBNET)	11 2.6	8 3.9	3 1.4
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	10 2.4	7 3.4	3 1.4
OTHER PRODUCT ATTRIBUTES MENTIONS	2 0.5	1 0.5	1 0.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	20 4.8	11 5.3	9 4.3
NIKE PRODUCT (SUB-SUBNET)	11 2.6	6 2.9	5 2.4
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	1 0.2	0 0	1 0.5
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	6 1.4	5 2.4	1 0.5

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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
COLLECTION HAS NIKE STYLED ITEMS	1 0.2	0 0	1 0.5
DUNK LOW IS A NIKE SHOE	1 0.2	0 0	1 0.5
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.2	1 0.5	0 0
IT STARTED WITH NIKE	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	6 1.4	4 1.9	2 0.9
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	4 1.0	2 1.0	2 0.9
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	5 1.2	3 1.5	2 0.9
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	6 1.4	3 1.5	3 1.4
BRAND HERITAGE/REPUTATION (NET)	11 2.6	7 3.4	4 1.9
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.2	0 0	1 0.5
NIKE MAKES SNEAKERS FOR NBA TEAMS/PLAYERS	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	6 1.4	6 2.9	0 0

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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
RELIABLE/TRUSTWORTHY BRAND	2 0.5	1 0.5	1 0.5
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	2 0.5	1 0.5	1 0.5
BRAND RELATIONSHIP/AFFILIATION (NET)	44 10.6	23 11.2	21 10.0
BRAND COLLABORATION (SUBNET)	15 3.6	7 3.4	8 3.8
COLLABORATION WITH NIKE (SUB- SUBNET)	6 1.4	2 1.0	4 1.9
IT'S A COLLABORATION WITH NIKE	1 0.2	1 0.5	0 0
THEY TEAMED WITH NIKE	1 0.2	0 0	1 0.5
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	2 0.5	0 0	2 0.9
BEN & JERRY'S COLLABORATED WITH NIKE SB DUNK LOW	1 0.2	0 0	1 0.5
THEY HAVE SOLD SHOW COLLABORATIONS LIKE THE NIKE JORDAN 1 LOW AND HIGH	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	4 1.0	3 1.5	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	6 1.4	3 1.5	3 1.4
BRAND SPONSORSHIP (SUBNET)	5 1.2	1 0.5	4 1.9



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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE IS ONE OF THE SPONSORS	1 0.2	0 0	1 0.5
NIKE HAS AFFILIATES WITH ATHLETES FOR PROMOTIONS	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	3 0.7	1 0.5	2 0.9
BRAND PROMOTION/MARKETING (SUBNET)	5 1.2	2 1.0	3 1.4
NIKE MARKETS THEM	1 0.2	1 0.5	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	4 1.0	1 0.5	3 1.4
BRAND SALES (SUBNET)	13 3.1	7 3.4	6 2.8
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	2 0.5	0 0	2 0.9
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	1 0.2	0 0	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.2	1 0.5	0 0
STOCKX BUYS NIKE AND SELLS THE NFT	1 0.2	1 0.5	0 0
SELLING AN NFT RELATED TO A NIKE PRODUCT	1 0.2	0 0	1 0.5
SELLING NIKE PRODUCTS	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	1 0.2	0 0	1 0.5
OTHER BRAND SALES MENTIONS	5 1.2	4 1.9	1 0.5





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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
BRAND AUTHORIZATION (SUBNET)	4 1.0	3 1.5	1 0.5
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	1 0.2	1 0.5	0 0
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	1 0.2	1 0.5	0 0
OTHER BRAND AUTHORIZATION MENTIONS	2 0.5	1 0.5	1 0.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THEY HAVE A RELATIONSHIP WITH NIKE	1 0.2	1 0.5	0 0
BEN & JERRY'S HAS AN AFFILIATION WITH NIKE	1 0.2	0 0	1 0.5
AN OFFSHOOT OF NIKE	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	5 1.2	5 2.4	0 0
PRIOR EXPERIENCE/KNOWLEDGE (NET)	8 1.9	3 1.5	5 2.4
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	2 0.5	0 0	2 0.9
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	6 1.4	3 1.5	3 1.4
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	4 1.0	0 0	4 1.9
IT'S OBVIOUS	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
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Table 29

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	2 0.5	1 0.5	1 0.5
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
THEY ARE THE NIKE SCHOOL	1 0.2	0 0	1 0.5
UNIQUE/INNOVATIVE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS MENTIONS	9 2.2	5 2.4	4 1.9
DON'T KNOW/UNSURE (Q.366/Q.367)	22 5.3	17 8.3	5 2.4
DON'T KNOW/UNSURE (Q.365)	45 10.8	18 8.7	27 12.8
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	82 19.7	37 18.0	45 21.3
DON'T KNOW/UNSURE (Q.360)	114 27.3	55 26.7	59 28.0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 30

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED NIKE AT Q.365	98 23.5	49 23.8	49 23.2
APPEARS ON THE WEBSITE (NET)	40 9.6	14 6.8	26 12.3
WEBSITE LOCATION (SUBNET)	4 1.0	1 0.5	3 1.4
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	4 1.0	1 0.5	3 1.4
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	1 0.2	0 0	1 0.5
WEBSITE EXECUTION (SUBNET)	2 0.5	0 0	2 0.9
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	1 0.2	0 0	1 0.5
OTHER WEBSITE EXECUTION MENTIONS	1 0.2	0 0	1 0.5
WEBSITE COPY (SUBNET)	25 6.0	7 3.4	18 8.5
NAME/BRAND NAME (SUB-SUBNET)	9 2.2	3 1.5	6 2.8
NIKE (SUB-SUB-SUBNET)	4 1.0	0 0	4 1.9
IT SAYS NIKE/NIKE NAME IS SHOWN	1 0.2	0 0	1 0.5
IT SAYS NIKE SB	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK	1 0.2	0 0	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 30

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S	1 0.2	0 0	1 0.5
STOCKX (SUB-SUB-SUBNET)	2 0.5	1 0.5	1 0.5
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	1 0.2	1 0.5	0 0
IT SAYS STOCKX VAULT NFT	1 0.2	0 0	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	3 0.7	1 0.5	2 0.9
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	2 0.5	2 1.0	0 0
DESCRIPTION (SUB-SUBNET)	16 3.8	2 1.0	14 6.6
OWNERSHIP (SUB-SUB-SUBNET)	3 0.7	0 0	3 1.4
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	1 0.2	0 0	1 0.5
IT SAYS IT TRACKS PROOF OF OWNERSHIP	2 0.5	0 0	2 0.9
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.2	0 0	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	11 2.6	2 1.0	9 4.3



TARGET RESEARCH GROUP INC. SNEAKER ONLINE SURVEY (#103-23012)			
Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?			
	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	1 0.2	0 0	1 0.5
OTHER DESCRIPTION MENTIONS	2 0.5	0 0	2 0.9
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	3 0.7	2 1.0	1 0.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	1 0.2	0 0	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	10 2.4	5 2.4	5 2.4
PRODUCT VISUALS (SUB-SUBNET)	2 0.5	1 0.5	1 0.5
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	1 0.2	0 0	1 0.5
LOGO (SUB-SUBNET)	3 0.7	3 1.5	0 0
NIKE LOGO (SUB-SUB-SUBNET)	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC. SNEAKER ONLINE SURVEY (#103-23012)			
Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?			
	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS LOGO MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	1 0.2	0 0	1 0.5
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	1 0.2	0 0	1 0.5
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.2	1 0.5	0 0
COLOR/COLORS/COLOR SCHEME (UNSPEC)	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	2 0.5	0 0	2 0.9
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	5 1.2	2 1.0	3 1.4
PRODUCT RELATED (NET)	21 5.0	12 5.8	9 4.3
PRODUCT ATTRIBUTES (SUBNET)	1 0.2	1 0.5	0 0
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.2	1 0.5	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	17 4.1	9 4.4	8 3.8





TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE PRODUCT (SUB-SUBNET)	10 2.4	5 2.4	5 2.4
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	1 0.2	0 0	1 0.5
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	5 1.2	4 1.9	1 0.5
COLLECTION HAS NIKE STYLED ITEMS	1 0.2	0 0	1 0.5
DUNK LOW IS A NIKE SHOE	1 0.2	0 0	1 0.5
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.2	1 0.5	0 0
IT STARTED WITH NIKE	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	6 1.4	4 1.9	2 0.9
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	2 0.5	2 1.0	0 0
BRAND HERITAGE/REPUTATION (NET)	6 1.4	4 1.9	2 0.9

TARGET RESEARCH GROUP INC. SNEAKER ONLINE SURVEY (#103-23012)			
Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?			
	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.2	0 0	1 0.5
NIKE MAKES SNEAKERS FOR NBA TEAMS/PLAYERS	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	3 0.7	3 1.5	0 0
RELIABLE/TRUSTWORTHY BRAND	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	1 0.2	0 0	1 0.5
BRAND RELATIONSHIP/AFFILIATION (NET)	20 4.8	11 5.3	9 4.3
BRAND COLLABORATION (SUBNET)	3 0.7	1 0.5	2 0.9
COLLABORATION WITH NIKE (SUB- SUBNET)	1 0.2	0 0	1 0.5
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND COLLABORATION			
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 0.5	1 0.5	1 0.5
BRAND SPONSORSHIP (SUBNET)	2 0.5	1 0.5	1 0.5
NIKE IS ONE OF THE SPONSORS	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 30

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
BRAND PROMOTION/MARKETING (SUBNET)	2 0.5	2 1.0	0 0
NIKE MARKETS THEM	1 0.2	1 0.5	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	1 0.5	0 0
BRAND SALES (SUBNET)	8 1.9	3 1.5	5 2.4
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	2 0.5	0 0	2 0.9
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	1 0.2	0 0	1 0.5
STOCKX BUYS NIKE AND SELLS THE NFT	1 0.2	1 0.5	0 0
SELLING AN NFT RELATED TO A NIKE PRODUCT	1 0.2	0 0	1 0.5
SELLING NIKE PRODUCTS	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	1 0.2	0 0	1 0.5
OTHER BRAND SALES MENTIONS	1 0.2	1 0.5	0 0
BRAND AUTHORIZATION (SUBNET)	2 0.5	1 0.5	1 0.5
OTHER BRAND AUTHORIZATION MENTIONS	2 0.5	1 0.5	1 0.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
AN OFFSHOOT OF NIKE	1 0.2	1 0.5	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Q.366/Q.367 WHAT MAKES YOU SAY NIKE HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	2 0.5	2 1.0	0 0
PRIOR EXPERIENCE/KNOWLEDGE (NET)	4 1.0	1 0.5	3 1.4
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.2	0 0	1 0.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	3 0.7	1 0.5	2 0.9
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	2 0.5	0 0	2 0.9
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	1 0.2	0 0	1 0.5
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS MENTIONS	3 0.7	2 1.0	1 0.5
DON'T KNOW/UNSURE (Q.366/Q.367)	13 3.1	9 4.4	4 1.9
NO MENTION OF NIKE AT Q.365	319 76.5	157 76.2	162 76.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 31

Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED STOCKX AT Q.365	32 7.7	19 9.2	13 6.2
APPEARS ON THE WEBSITE (NET)	21 5.0	12 5.8	9 4.3
WEBSITE LOCATION (SUBNET)	2 0.5	1 0.5	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	1 0.2	1 0.5	0 0
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	1 0.2	0 0	1 0.5
WEBSITE EXECUTION (SUBNET)	1 0.2	1 0.5	0 0
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	1 0.2	1 0.5	0 0
WEBSITE COPY (SUBNET)	15 3.6	7 3.4	8 3.8
NAME/BRAND NAME (SUB-SUBNET)	5 1.2	3 1.5	2 0.9
STOCKX (SUB-SUB-SUBNET)	3 0.7	2 1.0	1 0.5
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	2 0.5	1 0.5	1 0.5
IT SAYS STOCKX VAULT	1 0.2	1 0.5	0 0
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	2 0.5	0 0	2 0.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 31

Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	1 0.2	1 0.5	0 0
DESCRIPTION (SUB-SUBNET)	9 2.2	4 1.9	5 2.4
OWNERSHIP (SUB-SUB-SUBNET)	3 0.7	1 0.5	2 0.9
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	2 0.5	0 0	2 0.9
IT SAYS IT TRACKS PROOF OF OWNERSHIP	2 0.5	1 0.5	1 0.5
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.2	0 0	1 0.5
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	5 1.2	3 1.5	2 0.9
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	2 0.5	0 0	2 0.9
OTHER DESCRIPTION MENTIONS	2 0.5	1 0.5	1 0.5
MISCELLANEOUS WEBSITE COPY			
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.2	0 0	1 0.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	1 0.2	1 0.5	0 0
WEBSITE/PRODUCT VISUALS (SUBNET)	2 0.5	1 0.5	1 0.5





TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 31

Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	3 0.7	2 1.0	1 0.5
BRAND RELATIONSHIP/AFFILIATION (NET)	6 1.4	5 2.4	1 0.5
BRAND PROMOTION/MARKETING (SUBNET)	1 0.2	0 0	1 0.5
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	0 0	1 0.5
BRAND SALES (SUBNET)	2 0.5	2 1.0	0 0
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.2	1 0.5	0 0
OTHER BRAND SALES MENTIONS	1 0.2	1 0.5	0 0
BRAND AUTHORIZATION (SUBNET)	1 0.2	1 0.5	0 0
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	2 0.5	2 1.0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 31

Q.366/Q.367 WHAT MAKES YOU SAY STOCKX HAS  
A BUSINESS AFFILIATION OR CONNECTION WITH  
THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
PRIOR EXPERIENCE/KNOWLEDGE (NET)	1 0.2	0 0	1 0.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	1 0.2	0 0	1 0.5
DON'T KNOW/UNSURE (Q.366/Q.367)	3 0.7	2 1.0	1 0.5
NO MENTION OF STOCKX AT Q.365	385 92.3	187 90.8	198 93.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	155 52.4	89 53.0	66 51.6
MENTIONED COMPANY/BRAND AT Q.365	133 44.9	79 47.0	54 42.2
APPEARS ON THE WEBSITE (NET)	67 22.6	39 23.2	28 21.9
WEBSITE LOCATION (SUBNET)	5 1.7	2 1.2	3 2.3
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	1 0.3	1 0.6	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	3 1.0	1 0.6	2 1.6
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	1 0.3	0 0	1 0.8
WEBSITE EXECUTION (SUBNET)	2 0.7	1 0.6	1 0.8
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	2 0.7	1 0.6	1 0.8
WEBSITE COPY (SUBNET)	48 16.2	25 14.9	23 18.0
NAME/BRAND NAME (SUB-SUBNET)	18 6.1	9 5.4	9 7.0
NIKE (SUB-SUB-SUBNET)	3 1.0	0 0	3 2.3
IT SAYS NIKE/NIKE NAME IS SHOWN	1 0.3	0 0	1 0.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
IT SAYS NIKE SB	1 0.3	0 0	1 0.8
IT SAYS NIKE SB DUNK	1 0.3	0 0	1 0.8
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S	1 0.3	0 0	1 0.8
BEN & JERRY'S (SUB-SUB-SUBNET)	7 2.4	2 1.2	5 3.9
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	3 1.0	1 0.6	2 1.6
IT SAYS CHUNKY DUNKY	3 1.0	1 0.6	2 1.6
OTHER BEN & JERRY'S MENTIONS	1 0.3	0 0	1 0.8
STOCKX (SUB-SUB-SUBNET)	5 1.7	3 1.8	2 1.6
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	3 1.0	2 1.2	1 0.8
IT SAYS STOCKX VAULT	1 0.3	1 0.6	0 0
IT SAYS STOCKX VAULT NFT	1 0.3	0 0	1 0.8
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	5 1.7	2 1.2	3 2.3
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	3 1.0	3 1.8	0 0
DESCRIPTION (SUB-SUBNET)	28 9.5	11 6.5	17 13.3

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
OWNERSHIP (SUB-SUB-SUBNET)	4 1.4	1 0.6	3 2.3
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	3 1.0	0 0	3 2.3
IT SAYS IT TRACKS PROOF OF OWNERSHIP	3 1.0	1 0.6	2 1.6
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	1 0.3	0 0	1 0.8
IT SAYS IT'S STOCKX VERIFIED	1 0.3	0 0	1 0.8
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.3	0 0	1 0.8
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	22 7.4	10 6.0	12 9.4
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	2 0.7	0 0	2 1.6
OTHER DESCRIPTION MENTIONS	4 1.4	1 0.6	3 2.3
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	4 1.4	2 1.2	2 1.6
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.3	1 0.6	0 0
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	7 2.4	2 1.2	5 3.9
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	3 1.0	3 1.8	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
WEBSITE/PRODUCT VISUALS (SUBNET)	13 4.4	9 5.4	4 3.1
PRODUCT VISUALS (SUB-SUBNET)	6 2.0	5 3.0	1 0.8
NIKE PRODUCT VISUALS (SUB-SUB-SUBNET)	1 0.3	1 0.6	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	1 0.3	1 0.6	0 0
MISCELLANEOUS PRODUCT VISUALS			
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	5 1.7	4 2.4	1 0.8
LOGO (SUB-SUBNET)	3 1.0	2 1.2	1 0.8
NIKE LOGO (SUB-SUB-SUBNET)	1 0.3	1 0.6	0 0
HAS/SHOWS THE SWOOSH	1 0.3	1 0.6	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	1 0.3	0 0	1 0.8
OTHER MISCELLANEOUS LOGO MENTIONS	1 0.3	1 0.6	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	1 0.3	0 0	1 0.8
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.3	1 0.6	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
COLOR/COLORS/COLOR SCHEME (UNSPEC)	2 0.7	1 0.6	1 0.8
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	3 1.0	2 1.2	1 0.8
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	8 2.7	5 3.0	3 2.3
PRODUCT RELATED (NET)	25 8.4	16 9.5	9 7.0
PRODUCT ATTRIBUTES (SUBNET)	9 3.0	7 4.2	2 1.6
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	9 3.0	7 4.2	2 1.6
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.3	0 0	1 0.8
PRODUCT BRAND/MANUFACTURER (SUBNET)	15 5.1	9 5.4	6 4.7
NIKE PRODUCT (SUB-SUBNET)	8 2.7	6 3.6	2 1.6
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	5 1.7	5 3.0	0 0
DUNK LOW IS A NIKE SHOE	1 0.3	0 0	1 0.8
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.3	1 0.6	0 0
IT STARTED WITH NIKE	1 0.3	0 0	1 0.8



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	4 1.4	2 1.2	2 1.6
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	4 1.4	2 1.2	2 1.6
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	4 1.4	3 1.8	1 0.8
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.3	1 0.6	0 0
BRAND HERITAGE/REPUTATION (NET)	9 3.0	6 3.6	3 2.3
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	5 1.7	5 3.0	0 0
RELIABLE/TRUSTWORTHY BRAND	2 0.7	1 0.6	1 0.8
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.3	0 0	1 0.8
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	2 0.7	1 0.6	1 0.8
BRAND RELATIONSHIP/AFFILIATION (NET)	34 11.5	18 10.7	16 12.5
BRAND COLLABORATION (SUBNET)	12 4.1	5 3.0	7 5.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
COLLABORATION WITH NIKE (SUB- SUBNET)	5 1.7	1 0.6	4 3.1
THEY TEAMED WITH NIKE	1 0.3	0 0	1 0.8
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	2 0.7	0 0	2 1.6
BEN & JERRY'S COLLABORATED WITH NIKE SB DUNK LOW	1 0.3	0 0	1 0.8
THEY HAVE SOLD SHOW COLLABORATIONS LIKE THE NIKE JORDAN 1 LOW AND HIGH	1 0.3	1 0.6	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	3 1.0	2 1.2	1 0.8
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	5 1.7	3 1.8	2 1.6
BRAND SPONSORSHIP (SUBNET)	3 1.0	1 0.6	2 1.6
NIKE IS ONE OF THE SPONSORS	1 0.3	0 0	1 0.8
NIKE HAS AFFILIATES WITH ATHLETES FOR PROMOTIONS	1 0.3	0 0	1 0.8
OTHER BRAND SPONSORSHIP MENTIONS	1 0.3	1 0.6	0 0
BRAND PROMOTION/MARKETING (SUBNET)	4 1.4	2 1.2	2 1.6
NIKE MARKETS THEM	1 0.3	1 0.6	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	3 1.0	1 0.6	2 1.6



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
 BRAND SALES (SUBNET)	 11 3.7	 6 3.6	 5 3.9
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	2 0.7	0 0	2 1.6
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	1 0.3	0 0	1 0.8
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	1 0.3	1 0.6	0 0
STOCKX BUYS NIKE AND SELLS THE NFT	1 0.3	1 0.6	0 0
SELLING AN NFT RELATED TO A NIKE PRODUCT	1 0.3	0 0	1 0.8
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	1 0.3	0 0	1 0.8
OTHER BRAND SALES MENTIONS	4 1.4	4 2.4	0 0
 BRAND AUTHORIZATION (SUBNET)	 2 0.7	 2 1.2	 0 0
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	1 0.3	1 0.6	0 0
OTHER BRAND AUTHORIZATION MENTIONS	1 0.3	1 0.6	0 0
 MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THEY HAVE A RELATIONSHIP WITH NIKE	1 0.3	1 0.6	0 0
BEN & JERRY'S HAS AN AFFILIATION WITH NIKE	1 0.3	0 0	1 0.8
AN OFFSHOOT OF NIKE	1 0.3	1 0.6	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 32

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	3 1.0	3 1.8	0 0
PRIOR EXPERIENCE/KNOWLEDGE (NET)	4 1.4	1 0.6	3 2.3
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.3	0 0	1 0.8
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	3 1.0	1 0.6	2 1.6
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	2 0.7	0 0	2 1.6
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	2 0.7	1 0.6	1 0.8
NIKE/IT'S NIKE (UNSPEC)	1 0.3	1 0.6	0 0
THEY ARE THE NIKE SCHOOL	1 0.3	0 0	1 0.8
UNIQUE/INNOVATIVE	1 0.3	0 0	1 0.8
OTHER MISCELLANEOUS MENTIONS	9 3.0	5 3.0	4 3.1
DON'T KNOW/UNSURE (Q.366/Q.367)	18 6.1	15 8.9	3 2.3
DON'T KNOW/UNSURE (Q.365)	22 7.4	10 6.0	12 9.4
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	57 19.3	33 19.6	24 18.8
DON'T KNOW/UNSURE (Q.360)	84 28.4	46 27.4	38 29.7



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	92 54.8	44 51.8	48 57.8
MENTIONED COMPANY/BRAND AT Q.365	80 47.6	39 45.9	41 49.4
APPEARS ON THE WEBSITE (NET)	44 26.2	19 22.4	25 30.1
WEBSITE LOCATION (SUBNET)	6 3.6	2 2.4	4 4.8
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	1 0.6	1 1.2	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	3 1.8	1 1.2	2 2.4
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	2 1.2	0 0	2 2.4
OTHER WEBSITE LOCATION MENTIONS	1 0.6	0 0	1 1.2
WEBSITE EXECUTION (SUBNET)	2 1.2	1 1.2	1 1.2
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	2 1.2	1 1.2	1 1.2
WEBSITE COPY (SUBNET)	32 19.0	12 14.1	20 24.1
NAME/BRAND NAME (SUB-SUBNET)	13 7.7	5 5.9	8 9.6
NIKE (SUB-SUB-SUBNET)	3 1.8	0 0	3 3.6



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
IT SAYS NIKE/NIKE NAME IS SHOWN	2 1.2	0 0	2 2.4
IT SAYS NIKE SB	1 0.6	0 0	1 1.2
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S	1 0.6	0 0	1 1.2
BEN & JERRY'S (SUB-SUB-SUBNET)	2 1.2	0 0	2 2.4
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	1 0.6	0 0	1 1.2
OTHER BEN & JERRY'S MENTIONS	1 0.6	0 0	1 1.2
STOCKX (SUB-SUB-SUBNET)	2 1.2	1 1.2	1 1.2
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	1 0.6	1 1.2	0 0
IT SAYS STOCKX VAULT NFT	1 0.6	0 0	1 1.2
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	7 4.2	3 3.5	4 4.8
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	2 1.2	2 2.4	0 0
DESCRIPTION (SUB-SUBNET)	16 9.5	3 3.5	13 15.7
OWNERSHIP (SUB-SUB-SUBNET)	3 1.8	0 0	3 3.6

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	3 1.8	0 0	3 3.6
IT SAYS IT TRACKS PROOF OF OWNERSHIP	2 1.2	0 0	2 2.4
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	1 0.6	0 0	1 1.2
IT SAYS IT'S STOCKX VERIFIED	1 0.6	0 0	1 1.2
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.6	0 0	1 1.2
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	11 6.5	3 3.5	8 9.6
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	2 1.2	0 0	2 2.4
OTHER DESCRIPTION MENTIONS	3 1.8	0 0	3 3.6
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	2 1.2	1 1.2	1 1.2
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.6	0 0	1 1.2
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	3 1.8	1 1.2	2 2.4
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	3 1.8	2 2.4	1 1.2
WEBSITE/PRODUCT VISUALS (SUBNET)	10 6.0	5 5.9	5 6.0



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Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
PRODUCT VISUALS (SUB-SUBNET)	3 1.8	2 2.4	1 1.2
MISCELLANEOUS PRODUCT VISUALS			
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	3 1.8	2 2.4	1 1.2
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	1 0.6	0 0	1 1.2
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	2 1.2	0 0	2 2.4
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.6	1 1.2	0 0
COLOR/COLORS/COLOR SCHEME (UNSPEC)	1 0.6	1 1.2	0 0
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	4 2.4	3 3.5	1 1.2
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	3 1.8	1 1.2	2 2.4
PRODUCT RELATED (NET)	23 13.7	15 17.6	8 9.6
PRODUCT ATTRIBUTES (SUBNET)	7 4.2	6 7.1	1 1.2
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	6 3.6	5 5.9	1 1.2

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
OTHER PRODUCT ATTRIBUTES MENTIONS	1 0.6	1 1.2	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	14 8.3	9 10.6	5 6.0
NIKE PRODUCT (SUB-SUBNET)	8 4.8	5 5.9	3 3.6
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	1 0.6	0 0	1 1.2
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	5 3.0	4 4.7	1 1.2
COLLECTION HAS NIKE STYLED ITEMS	1 0.6	0 0	1 1.2
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.6	1 1.2	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	5 3.0	3 3.5	2 2.4
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	2 1.2	2 2.4	0 0
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	5 3.0	3 3.5	2 2.4
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	3 1.8	2 2.4	1 1.2
BRAND HERITAGE/REPUTATION (NET)	1 0.6	1 1.2	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.6	1 1.2	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	24 14.3	12 14.1	12 14.5
BRAND COLLABORATION (SUBNET)	9 5.4	4 4.7	5 6.0
COLLABORATION WITH NIKE (SUB- SUBNET)	4 2.4	1 1.2	3 3.6
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	2 1.2	0 0	2 2.4
BEN & JERRY'S COLLABORATED WITH NIKE SB DUNK LOW	1 0.6	0 0	1 1.2
THEY HAVE SOLD SHOW COLLABORATIONS LIKE THE NIKE JORDAN 1 LOW AND HIGH	1 0.6	1 1.2	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	2 1.2	2 2.4	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	4 2.4	2 2.4	2 2.4
BRAND SPONSORSHIP (SUBNET)	3 1.8	0 0	3 3.6
NIKE IS ONE OF THE SPONSORS	1 0.6	0 0	1 1.2
OTHER BRAND SPONSORSHIP MENTIONS	2 1.2	0 0	2 2.4
BRAND PROMOTION/MARKETING (SUBNET)	1 0.6	1 1.2	0 0

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Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.6	1 1.2	0 0
BRAND SALES (SUBNET)	9 5.4	5 5.9	4 4.8
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	1 0.6	0 0	1 1.2
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	1 0.6	0 0	1 1.2
STOCKX BUYS NIKE AND SELLS THE NFT	1 0.6	1 1.2	0 0
SELLING AN NFT RELATED TO A NIKE PRODUCT	1 0.6	0 0	1 1.2
SELLING NIKE PRODUCTS	1 0.6	1 1.2	0 0
OTHER BRAND SALES MENTIONS	4 2.4	3 3.5	1 1.2
BRAND AUTHORIZATION (SUBNET)	4 2.4	3 3.5	1 1.2
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	1 0.6	1 1.2	0 0
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	1 0.6	1 1.2	0 0
OTHER BRAND AUTHORIZATION MENTIONS	2 1.2	1 1.2	1 1.2
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	2 1.2	2 2.4	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 33

Q.366/Q.367 WHAT MAKES YOU SAY [INSERT COMPANY/BRAND MENTIONED AT Q.365]  
HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY THAT MAKES THIS OFFER? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
PRIOR EXPERIENCE/KNOWLEDGE (NET)	5 3.0	2 2.4	3 3.6
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	2 1.2	0 0	2 2.4
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	3 1.8	2 2.4	1 1.2
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	1 0.6	0 0	1 1.2
IT'S OBVIOUS	1 0.6	0 0	1 1.2
OTHER MISCELLANEOUS MENTIONS	5 3.0	3 3.5	2 2.4
DON'T KNOW/UNSURE (Q.366/Q.367)	7 4.2	4 4.7	3 3.6
DON'T KNOW/UNSURE (Q.365)	12 7.1	5 5.9	7 8.4
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	36 21.4	18 21.2	18 21.7
DON'T KNOW/UNSURE (Q.360)	40 23.8	23 27.1	17 20.5



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 34

Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR  
APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	218 52.3	111 53.9	107 50.7
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	57 13.7	20 9.7	37 17.5
DON'T KNOW/UNSURE	142 34.1	75 36.4	67 31.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 35

Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR  
APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	158 53.4	90 53.6	68 53.1
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	34 11.5	16 9.5	18 14.1
DON'T KNOW/UNSURE	104 35.1	62 36.9	42 32.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 36

Q.370 DID OR DIDN'T THE COMPANY THAT MAKES THIS OFFER RECEIVE PERMISSION OR  
APPROVAL FROM ANOTHER COMPANY OR BRAND IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	86 51.2	43 50.6	43 51.8
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	18 10.7	8 9.4	10 12.0
DON'T KNOW/UNSURE	64 38.1	34 40.0	30 36.1

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 37

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	218 52.3	111 53.9	107 50.7
BEN & JERRY'S (NET)	68 16.3	38 18.4	30 14.2
BEN & JERRY'S	66 15.8	38 18.4	28 13.3
BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
CHUNKY DUNKY	2 0.5	2 1.0	0 0
OTHER BEN & JERRY'S MENTIONS	1 0.2	0 0	1 0.5
NIKE (NET)	94 22.5	51 24.8	43 20.4
SB (SUBNET)	4 1.0	2 1.0	2 0.9
NIKE SB	2 0.5	1 0.5	1 0.5
NIKE SB DUNK LOW	1 0.2	1 0.5	0 0
SB	1 0.2	0 0	1 0.5
JORDAN (SUBNET)	1 0.2	0 0	1 0.5
JORDAN/JORDANS	1 0.2	0 0	1 0.5
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	90 21.6	49 23.8	41 19.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 37

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
DUNK LOW	1 0.2	0 0	1 0.5
LOW	1 0.2	0 0	1 0.5
STOCKX (NET)	37 8.9	19 9.2	18 8.5
STOCKX	26 6.2	14 6.8	12 5.7
STOCKX VAULT	3 0.7	3 1.5	0 0
STOCKX VAULT NFT	4 1.0	1 0.5	3 1.4
VAULT	1 0.2	1 0.5	0 0
VAULT NFT	1 0.2	0 0	1 0.5
OTHER STOCKX MENTIONS	2 0.5	0 0	2 0.9
MISCELLANEOUS BRANDS			
AMAZON	2 0.5	1 0.5	1 0.5
ADIDAS	2 0.5	1 0.5	1 0.5
NEW BALANCE	1 0.2	1 0.5	0 0
PUMA	4 1.0	1 0.5	3 1.4
OTHER MISCELLANEOUS BRANDS MENTIONS	2 0.5	1 0.5	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 37

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
PRODUCT TYPE (NET)	4 1.0	2 1.0	2 0.9
SPORTING GOODS/EQUIPMENT (SUBNET)	1 0.2	0 0	1 0.5
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT TYPE			
NFTS	3 0.7	2 1.0	1 0.5
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	7 1.7	1 0.5	6 2.8
DON'T KNOW/UNSURE (Q.375)	58 13.9	31 15.0	27 12.8
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	57 13.7	20 9.7	37 17.5
DON'T KNOW/UNSURE (Q.370)	142 34.1	75 36.4	67 31.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 38

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	158 53.4	90 53.6	68 53.1
BEN & JERRY'S (NET)	58 19.6	35 20.8	23 18.0
BEN & JERRY'S	57 19.3	35 20.8	22 17.2
BEN & JERRY'S CHUNKY DUNKY	1 0.3	0 0	1 0.8
CHUNKY DUNKY	2 0.7	2 1.2	0 0
NIKE (NET)	78 26.4	46 27.4	32 25.0
SB (SUBNET)	3 1.0	1 0.6	2 1.6
NIKE SB	2 0.7	1 0.6	1 0.8
SB	1 0.3	0 0	1 0.8
JORDAN (SUBNET)	1 0.3	0 0	1 0.8
JORDAN/JORDANS	1 0.3	0 0	1 0.8
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	75 25.3	45 26.8	30 23.4
DUNK LOW	1 0.3	0 0	1 0.8
LOW	1 0.3	0 0	1 0.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 38

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
STOCKX (NET)	29 9.8	17 10.1	12 9.4
STOCKX	19 6.4	12 7.1	7 5.5
STOCKX VAULT	3 1.0	3 1.8	0 0
STOCKX VAULT NFT	3 1.0	1 0.6	2 1.6
VAULT	1 0.3	1 0.6	0 0
VAULT NFT	1 0.3	0 0	1 0.8
OTHER STOCKX MENTIONS	2 0.7	0 0	2 1.6
MISCELLANEOUS BRANDS			
AMAZON	1 0.3	1 0.6	0 0
ADIDAS	2 0.7	1 0.6	1 0.8
NEW BALANCE	1 0.3	1 0.6	0 0
PUMA	4 1.4	1 0.6	3 2.3
OTHER MISCELLANEOUS BRANDS MENTIONS	1 0.3	1 0.6	0 0
PRODUCT TYPE (NET)	3 1.0	2 1.2	1 0.8
SPORTING GOODS/EQUIPMENT (SUBNET)	1 0.3	0 0	1 0.8



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Table 38

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	1 0.3	0 0	1 0.8
MISCELLANEOUS PRODUCT TYPE			
NFTS	2 0.7	2 1.2	0 0
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	5 1.7	1 0.6	4 3.1
DON'T KNOW/UNSURE (Q.375)	33 11.1	18 10.7	15 11.7
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	34 11.5	16 9.5	18 14.1
DON'T KNOW/UNSURE (Q.370)	104 35.1	62 36.9	42 32.8

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Table 39

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	86 51.2	43 50.6	43 51.8
BEN & JERRY'S (NET)	37 22.0	21 24.7	16 19.3
BEN & JERRY'S	35 20.8	21 24.7	14 16.9
BEN & JERRY'S CHUNKY DUNKY	1 0.6	0 0	1 1.2
CHUNKY DUNKY	1 0.6	1 1.2	0 0
OTHER BEN & JERRY'S MENTIONS	1 0.6	0 0	1 1.2
NIKE (NET)	51 30.4	30 35.3	21 25.3
SB (SUBNET)	3 1.8	1 1.2	2 2.4
NIKE SB	1 0.6	0 0	1 1.2
NIKE SB DUNK LOW	1 0.6	1 1.2	0 0
SB	1 0.6	0 0	1 1.2
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	49 29.2	29 34.1	20 24.1
DUNK LOW	1 0.6	0 0	1 1.2
LOW	1 0.6	0 0	1 1.2

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SNEAKER ONLINE SURVEY (#103-23012)

Table 39

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
STOCKX (NET)	20 11.9	10 11.8	10 12.0
STOCKX	16 9.5	9 10.6	7 8.4
STOCKX VAULT NFT	2 1.2	0 0	2 2.4
VAULT	1 0.6	1 1.2	0 0
VAULT NFT	1 0.6	0 0	1 1.2
MISCELLANEOUS BRANDS			
AMAZON	1 0.6	0 0	1 1.2
PRODUCT TYPE (NET)	2 1.2	0 0	2 2.4
SPORTING GOODS/EQUIPMENT (SUBNET)	1 0.6	0 0	1 1.2
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	1 0.6	0 0	1 1.2
MISCELLANEOUS PRODUCT TYPE			
NFTS	1 0.6	0 0	1 1.2
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	4 2.4	1 1.2	3 3.6
DON'T KNOW/UNSURE (Q.375)	11 6.5	6 7.1	5 6.0

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Table 39

Q.375 FROM WHICH OTHER COMPANY(IES) OR BRAND(S) DID THE COMPANY THAT MAKES  
THIS OFFER RECEIVE PERMISSION OR APPROVAL FROM IN ORDER TO MAKE THIS OFFER?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	18 10.7	8 9.4	10 12.0
DON'T KNOW/UNSURE (Q.370)	64 38.1	34 40.0	30 36.1

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	218 52.3	111 53.9	107 50.7
MENTIONED COMPANY/BRAND AT Q.375	160 38.4	80 38.8	80 37.9
APPEARS ON THE WEBSITE (NET)	71 17.0	37 18.0	34 16.1
WEBSITE LOCATION (SUBNET)	3 0.7	2 1.0	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	1 0.2	1 0.5	0 0
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	1 0.2	0 0	1 0.5
OTHER WEBSITE LOCATION MENTIONS	1 0.2	1 0.5	0 0
WEBSITE EXECUTION (SUBNET)	6 1.4	4 1.9	2 0.9
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	2 0.5	1 0.5	1 0.5
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	1 0.2	1 0.5	0 0
OTHER WEBSITE EXECUTION MENTIONS	3 0.7	2 1.0	1 0.5
WEBSITE COPY (SUBNET)	53 12.7	26 12.6	27 12.8
NAME/BRAND NAME (SUB-SUBNET)	18 4.3	12 5.8	6 2.8
NIKE (SUB-SUB-SUBNET)	3 0.7	3 1.5	0 0
IT SAYS NIKE/NIKE NAME IS SHOWN	3 0.7	3 1.5	0 0



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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
BEN & JERRY'S (SUB-SUB-SUBNET)	5 1.2	5 2.4	0 0
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	5 1.2	5 2.4	0 0
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	12 2.9	6 2.9	6 2.8
DESCRIPTION (SUB-SUBNET)	33 7.9	13 6.3	20 9.5
OWNERSHIP (SUB-SUB-SUBNET)	6 1.4	2 1.0	4 1.9
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	4 1.0	1 0.5	3 1.4
IT SAYS IT TRACKS PROOF OF OWNERSHIP	3 0.7	1 0.5	2 0.9
OTHER OWNERSHIP MENTIONS	1 0.2	1 0.5	0 0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	12 2.9	4 1.9	8 3.8
IT SAYS IT'S STOCKX VERIFIED	2 0.5	1 0.5	1 0.5
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	3 0.7	1 0.5	2 0.9
IT NEEDS TO BE AUTHENTICATED BY NIKE	1 0.2	1 0.5	0 0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	7 1.7	2 1.0	5 2.4

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	16 3.8	8 3.9	8 3.8
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	3 0.7	2 1.0	1 0.5
OTHER DESCRIPTION MENTIONS	2 0.5	0 0	2 0.9
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	3 0.7	1 0.5	2 0.9
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.2	1 0.5	0 0
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	4 1.0	4 1.9	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	2 0.5	1 0.5	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	13 3.1	9 4.4	4 1.9
PRODUCT VISUALS (SUB-SUBNET)	3 0.7	3 1.5	0 0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	1 0.2	1 0.5	0 0



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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
LOGO (SUB-SUBNET)	7 1.7	5 2.4	2 0.9
NIKE LOGO (SUB-SUB-SUBNET)	4 1.0	3 1.5	1 0.5
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	2 0.5	1 0.5	1 0.5
HAS/SHOWS THE SWOOSH	1 0.2	1 0.5	0 0
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.2	1 0.5	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	1 0.2	1 0.5	0 0
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS LOGO MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	1 0.2	0 0	1 0.5
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.2	0 0	1 0.5
COLOR/COLORS/COLOR SCHEME (UNSPEC)	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	1 0.2	0 0	1 0.5

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	5 1.2	4 1.9	1 0.5
IT'S THE SITE/WEBSITE	2 0.5	2 1.0	0 0
PRODUCT RELATED (NET)	15 3.6	7 3.4	8 3.8
PRODUCT ATTRIBUTES (SUBNET)	6 1.4	4 1.9	2 0.9
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	4 1.0	2 1.0	2 0.9
OTHER PRODUCT ATTRIBUTES MENTIONS	2 0.5	2 1.0	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	8 1.9	3 1.5	5 2.4
NIKE PRODUCT (SUB-SUBNET)	7 1.7	3 1.5	4 1.9
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	2 0.5	1 0.5	1 0.5
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	4 1.0	1 0.5	3 1.4
NIKE IS INVOLVED IN THE NFT	1 0.2	1 0.5	0 0
NIKE IS THE ONE WHO HAD IT FIRST	1 0.2	0 0	1 0.5

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.2	0 0	1 0.5
BRAND HERITAGE/REPUTATION (NET)	9 2.2	5 2.4	4 1.9
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.2	1 0.5	0 0
NIKE IS IT'S OWN BRAND	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	4 1.0	3 1.5	1 0.5
RELIABLE/TRUSTWORTHY BRAND	1 0.2	0 0	1 0.5
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	3 0.7	1 0.5	2 0.9
BRAND RELATIONSHIP/AFFILIATION (NET)	54 12.9	32 15.5	22 10.4
BRAND COLLABORATION (SUBNET)	10 2.4	7 3.4	3 1.4

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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
COLLABORATION WITH NIKE (SUB- SUBNET)	2 0.5	0 0	2 0.9
SNEAKER COLLAB WITH NIKE	1 0.2	0 0	1 0.5
THEY PARTNERED WITH NIKE (ON THE SHOE)	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	5 1.2	4 1.9	1 0.5
SNEAKER COLLAB/COLLABORATION	1 0.2	0 0	1 0.5
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	3 0.7	3 1.5	0 0
BRAND SPONSORSHIP (SUBNET)	3 0.7	1 0.5	2 0.9
OTHER BRAND SPONSORSHIP MENTIONS	3 0.7	1 0.5	2 0.9
BRAND PROMOTION/MARKETING (SUBNET)	4 1.0	4 1.9	0 0
HELPS NIKE'S PROMOTION	1 0.2	1 0.5	0 0
NIKE HAS BEEN KNOWN TO USE THEIR SYMBOL AS ADVERTISEMENT TO SELL PRODUCTS/MAKE PRODUCTS POPULAR	1 0.2	1 0.5	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	3 0.7	3 1.5	0 0
BRAND SALES (SUBNET)	9 2.2	3 1.5	6 2.8



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Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	4 1.0	2 1.0	2 0.9
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	1 0.2	0 0	1 0.5
OTHER BRAND SALES MENTIONS	4 1.0	1 0.5	3 1.4
BRAND AUTHORIZATION (SUBNET)	30 7.2	18 8.7	12 5.7
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	16 3.8	8 3.9	8 3.8
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	2 0.5	1 0.5	1 0.5
HAD TO SELL PRODUCTS SUCH AS THIS FROM NIKE	1 0.2	1 0.5	0 0
NIKE HOLDS THE RIGHTS TO THE DESIGN OF THE SNEAKERS	1 0.2	1 0.5	0 0
THEY HAD TO HAVE APPROVAL/ PERMISSION FROM NIKE (TO USE THEIR NAME)	6 1.4	2 1.0	4 1.9
NIKE IS OK WITH IT	1 0.2	0 0	1 0.5
BEN & JERRY'S GAVE NIKE THE APPROVAL OF THE DESIGN	1 0.2	1 0.5	0 0
THEY APPROVED THE DESIGN FOR NIKE TO DESIGN THE NFT	1 0.2	1 0.5	0 0
OTHER BRAND AUTHORIZATION MENTIONS	8 1.9	7 3.4	1 0.5

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 40

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	4 1.0	2 1.0	2 0.9
PRIOR EXPERIENCE/KNOWLEDGE (NET)	2 0.5	0 0	2 0.9
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.2	0 0	1 0.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	6 1.4	1 0.5	5 2.4
IT'S OBVIOUS	3 0.7	2 1.0	1 0.5
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
UNIQUE/INNOVATIVE	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS MENTIONS	11 2.6	4 1.9	7 3.3
DON'T KNOW/UNSURE (Q.376/Q.377)	29 7.0	17 8.3	12 5.7
DON'T KNOW/UNSURE (Q.375)	58 13.9	31 15.0	27 12.8
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	57 13.7	20 9.7	37 17.5
DON'T KNOW/UNSURE (Q.370)	142 34.1	75 36.4	67 31.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED NIKE AT Q.375	94 22.5	51 24.8	43 20.4
APPEARS ON THE WEBSITE (NET)	30 7.2	18 8.7	12 5.7
WEBSITE LOCATION (SUBNET)	2 0.5	1 0.5	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	1 0.2	1 0.5	0 0
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	1 0.2	0 0	1 0.5
WEBSITE EXECUTION (SUBNET)	1 0.2	0 0	1 0.5
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	1 0.2	0 0	1 0.5
WEBSITE COPY (SUBNET)	18 4.3	10 4.9	8 3.8
NAME/BRAND NAME (SUB-SUBNET)	8 1.9	5 2.4	3 1.4
NIKE (SUB-SUB-SUBNET)	3 0.7	3 1.5	0 0
IT SAYS NIKE/NIKE NAME IS SHOWN	3 0.7	3 1.5	0 0
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	5 1.2	2 1.0	3 1.4
DESCRIPTION (SUB-SUBNET)	10 2.4	5 2.4	5 2.4
OWNERSHIP (SUB-SUB-SUBNET)	1 0.2	1 0.5	0 0



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	1 0.2	1 0.5	0 0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	5 1.2	3 1.5	2 0.9
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	1 0.2	1 0.5	0 0
IT NEEDS TO BE AUTHENTICATED BY NIKE	1 0.2	1 0.5	0 0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	3 0.7	1 0.5	2 0.9
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	3 0.7	1 0.5	2 0.9
OTHER DESCRIPTION MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS WEBSITE COPY			
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	1 0.2	1 0.5	0 0
WEBSITE/PRODUCT VISUALS (SUBNET)	7 1.7	5 2.4	2 0.9
PRODUCT VISUALS (SUB-SUBNET)	1 0.2	1 0.5	0 0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	1 0.2	1 0.5	0 0
LOGO (SUB-SUBNET)	6 1.4	4 1.9	2 0.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE LOGO (SUB-SUB-SUBNET)	4 1.0	3 1.5	1 0.5
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	2 0.5	1 0.5	1 0.5
HAS/SHOWS THE SWOOSH	1 0.2	1 0.5	0 0
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.2	1 0.5	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	1 0.2	1 0.5	0 0
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	1 0.2	0 0	1 0.5
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	4 1.0	3 1.5	1 0.5
PRODUCT RELATED (NET)	7 1.7	3 1.5	4 1.9
PRODUCT BRAND/MANUFACTURER (SUBNET)	7 1.7	3 1.5	4 1.9
NIKE PRODUCT (SUB-SUBNET)	6 1.4	3 1.5	3 1.4
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	2 0.5	1 0.5	1 0.5
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	4 1.0	1 0.5	3 1.4
NIKE IS INVOLVED IN THE NFT	1 0.2	1 0.5	0 0



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Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	1 0.2	0 0	1 0.5
BRAND HERITAGE/REPUTATION (NET)	5 1.2	4 1.9	1 0.5
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.2	1 0.5	0 0
NIKE IS IT'S OWN BRAND	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	3 0.7	2 1.0	1 0.5
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	1 0.2	1 0.5	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	31 7.4	19 9.2	12 5.7
BRAND COLLABORATION (SUBNET)	4 1.0	2 1.0	2 0.9
COLLABORATION WITH NIKE (SUB- SUBNET)	1 0.2	0 0	1 0.5
THEY PARTNERED WITH NIKE (ON THE SHOE)	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	1 0.2	1 0.5	0 0

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Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SNEAKER COLLAB/COLLABORATION	1 0.2	0 0	1 0.5
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	1 0.2	1 0.5	0 0
BRAND SPONSORSHIP (SUBNET)	1 0.2	1 0.5	0 0
OTHER BRAND SPONSORSHIP MENTIONS	1 0.2	1 0.5	0 0
BRAND PROMOTION/MARKETING (SUBNET)	3 0.7	3 1.5	0 0
HELPS NIKE'S PROMOTION	1 0.2	1 0.5	0 0
NIKE HAS BEEN KNOWN TO USE THEIR SYMBOL AS ADVERTISEMENT TO SELL PRODUCTS/MAKE PRODUCTS POPULAR	1 0.2	1 0.5	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	1 0.5	0 0
BRAND SALES (SUBNET)	2 0.5	1 0.5	1 0.5
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	1 0.2	0 0	1 0.5
BRAND AUTHORIZATION (SUBNET)	22 5.3	12 5.8	10 4.7

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Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	11 2.6	6 2.9	5 2.4
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	2 0.5	1 0.5	1 0.5
HAD TO SELL PRODUCTS SUCH AS THIS FROM NIKE	1 0.2	1 0.5	0 0
NIKE HOLDS THE RIGHTS TO THE DESIGN OF THE SNEAKERS	1 0.2	1 0.5	0 0
THEY HAD TO HAVE APPROVAL/ PERMISSION FROM NIKE (TO USE THEIR NAME)	6 1.4	2 1.0	4 1.9
NIKE IS OK WITH IT	1 0.2	0 0	1 0.5
BEN & JERRY'S GAVE NIKE THE APPROVAL OF THE DESIGN	1 0.2	1 0.5	0 0
OTHER BRAND AUTHORIZATION MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	1 0.2	0 0	1 0.5
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	3 0.7	1 0.5	2 0.9
IT'S OBVIOUS	1 0.2	1 0.5	0 0
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS MENTIONS	3 0.7	2 1.0	1 0.5



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Table 41

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM NIKE? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
DON'T KNOW/UNSURE (Q.376/Q.377)	18 4.3	7 3.4	11 5.2
NO MENTION OF NIKE AT Q.750	323 77.5	155 75.2	168 79.6



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Table 42

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED STOCKX AT Q.375	37 8.9	19 9.2	18 8.5
APPEARS ON THE WEBSITE (NET)	18 4.3	8 3.9	10 4.7
WEBSITE EXECUTION (SUBNET)	3 0.7	3 1.5	0 0
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	1 0.2	1 0.5	0 0
OTHER WEBSITE EXECUTION MENTIONS	2 0.5	2 1.0	0 0
WEBSITE COPY (SUBNET)	14 3.4	4 1.9	10 4.7
DESCRIPTION (SUB-SUBNET)	14 3.4	4 1.9	10 4.7
OWNERSHIP (SUB-SUB-SUBNET)	4 1.0	1 0.5	3 1.4
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	2 0.5	0 0	2 0.9
IT SAYS IT TRACKS PROOF OF OWNERSHIP	3 0.7	1 0.5	2 0.9
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	7 1.7	1 0.5	6 2.8
IT SAYS IT'S STOCKX VERIFIED	2 0.5	1 0.5	1 0.5
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	2 0.5	0 0	2 0.9
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	3 0.7	0 0	3 1.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 42

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	3 0.7	1 0.5	2 0.9
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	2 0.5	1 0.5	1 0.5
OTHER DESCRIPTION MENTIONS	1 0.2	0 0	1 0.5
WEBSITE/PRODUCT VISUALS (SUBNET)	2 0.5	2 1.0	0 0
PRODUCT VISUALS (SUB-SUBNET)	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	1 0.2	1 0.5	0 0
LOGO (SUB-SUBNET)	1 0.2	1 0.5	0 0
MISCELLANEOUS LOGO			
OTHER MISCELLANEOUS LOGO MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S THE SITE/WEBSITE	2 0.5	2 1.0	0 0
BRAND HERITAGE/REPUTATION (NET)	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	1 0.2	0 0	1 0.5
BRAND RELATIONSHIP/AFFILIATION (NET)	9 2.2	5 2.4	4 1.9



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Table 42

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
BRAND COLLABORATION (SUBNET)	2 0.5	2 1.0	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	1 0.2	1 0.5	0 0
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	1 0.5	0 0
BRAND SPONSORSHIP (SUBNET)	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	1 0.2	0 0	1 0.5
BRAND PROMOTION/MARKETING (SUBNET)	1 0.2	1 0.5	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.2	1 0.5	0 0
BRAND SALES (SUBNET)	3 0.7	1 0.5	2 0.9
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	2 0.5	1 0.5	1 0.5
OTHER BRAND SALES MENTIONS	1 0.2	0 0	1 0.5
BRAND AUTHORIZATION (SUBNET)	3 0.7	2 1.0	1 0.5
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	1 0.2	0 0	1 0.5
OTHER BRAND AUTHORIZATION MENTIONS	2 0.5	2 1.0	0 0

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Table 42

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY  
THAT MAKES THIS OFFER RECEIVED PERMISSION OR APPROVAL FROM STOCKX? / ANY OTHER REASON?

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS			
IT'S OBVIOUS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS MENTIONS	1 0.2	0 0	1 0.5
DON'T KNOW/UNSURE (Q.376/Q.377)	8 1.9	6 2.9	2 0.9
NO MENTION OF STOCKX AT Q.750	380 91.1	187 90.8	193 91.5

TARGET RESEARCH GROUP INC.  
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Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	158 53.4	90 53.6	68 53.1
MENTIONED COMPANY/BRAND AT Q.375	125 42.2	72 42.9	53 41.4
APPEARS ON THE WEBSITE (NET)	53 17.9	32 19.0	21 16.4
WEBSITE LOCATION (SUBNET)	2 0.7	2 1.2	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	1 0.3	1 0.6	0 0
OTHER WEBSITE LOCATION MENTIONS	1 0.3	1 0.6	0 0
WEBSITE EXECUTION (SUBNET)	3 1.0	2 1.2	1 0.8
OTHER WEBSITE EXECUTION MENTIONS	3 1.0	2 1.2	1 0.8
WEBSITE COPY (SUBNET)	41 13.9	23 13.7	18 14.1
NAME/BRAND NAME (SUB-SUBNET)	17 5.7	11 6.5	6 4.7
NIKE (SUB-SUB-SUBNET)	3 1.0	3 1.8	0 0
IT SAYS NIKE/NIKE NAME IS SHOWN	3 1.0	3 1.8	0 0
BEN & JERRY'S (SUB-SUB-SUBNET)	5 1.7	5 3.0	0 0
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	5 1.7	5 3.0	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	11 3.7	5 3.0	6 4.7
DESCRIPTION (SUB-SUBNET)	24 8.1	12 7.1	12 9.4
OWNERSHIP (SUB-SUB-SUBNET)	4 1.4	2 1.2	2 1.6
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	3 1.0	1 0.6	2 1.6
IT SAYS IT TRACKS PROOF OF OWNERSHIP	2 0.7	1 0.6	1 0.8
OTHER OWNERSHIP MENTIONS	1 0.3	1 0.6	0 0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	9 3.0	4 2.4	5 3.9
IT SAYS IT'S STOCKX VERIFIED	2 0.7	1 0.6	1 0.8
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	2 0.7	1 0.6	1 0.8
IT NEEDS TO BE AUTHENTICATED BY NIKE	1 0.3	1 0.6	0 0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	5 1.7	2 1.2	3 2.3
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	13 4.4	7 4.2	6 4.7
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	3 1.0	2 1.2	1 0.8





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Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
OTHER DESCRIPTION MENTIONS	1 0.3	0 0	1 0.8
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	2 0.7	1 0.6	1 0.8
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	1 0.3	1 0.6	0 0
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	3 1.0	3 1.8	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	1 0.3	1 0.6	0 0
WEBSITE/PRODUCT VISUALS (SUBNET)	9 3.0	7 4.2	2 1.6
PRODUCT VISUALS (SUB-SUBNET)	2 0.7	2 1.2	0 0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.3	1 0.6	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	1 0.3	1 0.6	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	1 0.3	1 0.6	0 0
LOGO (SUB-SUBNET)	5 1.7	4 2.4	1 0.8
NIKE LOGO (SUB-SUB-SUBNET)	3 1.0	3 1.8	0 0
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	1 0.3	1 0.6	0 0

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Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
HAS/SHOWS THE SWOOSH	1 0.3	1 0.6	0 0
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	1 0.3	1 0.6	0 0
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	1 0.3	1 0.6	0 0
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	1 0.3	0 0	1 0.8
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.3	0 0	1 0.8
COLOR/COLORS/COLOR SCHEME (UNSPEC)	1 0.3	1 0.6	0 0
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	1 0.3	0 0	1 0.8
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	3 1.0	3 1.8	0 0
IT'S THE SITE/WEBSITE	2 0.7	2 1.2	0 0
PRODUCT RELATED (NET)	12 4.1	7 4.2	5 3.9
PRODUCT ATTRIBUTES (SUBNET)	5 1.7	4 2.4	1 0.8
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	3 1.0	2 1.2	1 0.8



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
OTHER PRODUCT ATTRIBUTES MENTIONS	2 0.7	2 1.2	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	6 2.0	3 1.8	3 2.3
NIKE PRODUCT (SUB-SUBNET)	5 1.7	3 1.8	2 1.6
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	1 0.3	1 0.6	0 0
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	2 0.7	1 0.6	1 0.8
NIKE IS INVOLVED IN THE NFT	1 0.3	1 0.6	0 0
NIKE IS THE ONE WHO HAD IT FIRST	1 0.3	0 0	1 0.8
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	1 0.3	0 0	1 0.8
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.3	1 0.6	0 0
MISCELLANEOUS PRODUCT RELATED			
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	1 0.3	0 0	1 0.8
BRAND HERITAGE/REPUTATION (NET)	6 2.0	4 2.4	2 1.6
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	4 1.4	3 1.8	1 0.8



TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	1 0.3	0 0	1 0.8
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	2 0.7	1 0.6	1 0.8
BRAND RELATIONSHIP/AFFILIATION (NET)	46 15.5	30 17.9	16 12.5
BRAND COLLABORATION (SUBNET)	9 3.0	7 4.2	2 1.6
COLLABORATION WITH NIKE (SUB- SUBNET)	2 0.7	0 0	2 1.6
SNEAKER COLLAB WITH NIKE	1 0.3	0 0	1 0.8
THEY PARTNERED WITH NIKE (ON THE SHOE)	1 0.3	0 0	1 0.8
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	4 1.4	4 2.4	0 0
SNEAKER COLLAB/COLLABORATION	1 0.3	0 0	1 0.8
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	3 1.0	2 1.2	1 0.8
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	3 1.0	3 1.8	0 0
BRAND SPONSORSHIP (SUBNET)	2 0.7	1 0.6	1 0.8
OTHER BRAND SPONSORSHIP MENTIONS	2 0.7	1 0.6	1 0.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
BRAND PROMOTION/MARKETING (SUBNET)	3 1.0	3 1.8	0 0
HELPS NIKE'S PROMOTION	1 0.3	1 0.6	0 0
NIKE HAS BEEN KNOWN TO USE THEIR SYMBOL AS ADVERTISEMENT TO SELL PRODUCTS/MAKE PRODUCTS POPULAR	1 0.3	1 0.6	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	2 0.7	2 1.2	0 0
BRAND SALES (SUBNET)	6 2.0	3 1.8	3 2.3
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	3 1.0	2 1.2	1 0.8
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	1 0.3	0 0	1 0.8
OTHER BRAND SALES MENTIONS	2 0.7	1 0.6	1 0.8
BRAND AUTHORIZATION (SUBNET)	27 9.1	17 10.1	10 7.8
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	14 4.7	7 4.2	7 5.5
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	2 0.7	1 0.6	1 0.8
HAD TO SELL PRODUCTS SUCH AS THIS FROM NIKE	1 0.3	1 0.6	0 0
NIKE HOLDS THE RIGHTS TO THE DESIGN OF THE SNEAKERS	1 0.3	1 0.6	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
THEY HAD TO HAVE APPROVAL/ PERMISSION FROM NIKE (TO USE THEIR NAME)	5 1.7	2 1.2	3 2.3
BEN & JERRY'S GAVE NIKE THE APPROVAL OF THE DESIGN	1 0.3	1 0.6	0 0
THEY APPROVED THE DESIGN FOR NIKE TO DESIGN THE NFT	1 0.3	1 0.6	0 0
OTHER BRAND AUTHORIZATION MENTIONS	8 2.7	7 4.2	1 0.8
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	4 1.4	2 1.2	2 1.6
PRIOR EXPERIENCE/KNOWLEDGE (NET)	2 0.7	0 0	2 1.6
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.3	0 0	1 0.8
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	1 0.3	0 0	1 0.8
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	5 1.7	1 0.6	4 3.1
IT'S OBVIOUS	1 0.3	1 0.6	0 0
NIKE/IT'S NIKE (UNSPEC)	1 0.3	1 0.6	0 0
UNIQUE/INNOVATIVE	1 0.3	1 0.6	0 0
OTHER MISCELLANEOUS MENTIONS	8 2.7	4 2.4	4 3.1



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Table 43

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - NIKE BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	296	168	128
DON'T KNOW/UNSURE (Q.376/Q.377)	28 9.5	16 9.5	12 9.4
DON'T KNOW/UNSURE (Q.375)	33 11.1	18 10.7	15 11.7
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	34 11.5	16 9.5	18 14.1
DON'T KNOW/UNSURE (Q.370)	104 35.1	62 36.9	42 32.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	86 51.2	43 50.6	43 51.8
MENTIONED COMPANY/BRAND AT Q.375	75 44.6	37 43.5	38 45.8
APPEARS ON THE WEBSITE (NET)	38 22.6	21 24.7	17 20.5
WEBSITE LOCATION (SUBNET)	3 1.8	2 2.4	1 1.2
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	1 0.6	1 1.2	0 0
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	1 0.6	0 0	1 1.2
OTHER WEBSITE LOCATION MENTIONS	1 0.6	1 1.2	0 0
WEBSITE EXECUTION (SUBNET)	3 1.8	2 2.4	1 1.2
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	2 1.2	1 1.2	1 1.2
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	1 0.6	1 1.2	0 0
WEBSITE COPY (SUBNET)	27 16.1	13 15.3	14 16.9
NAME/BRAND NAME (SUB-SUBNET)	8 4.8	6 7.1	2 2.4
BEN & JERRY'S (SUB-SUB-SUBNET)	2 1.2	2 2.4	0 0
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	2 1.2	2 2.4	0 0

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Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	6 3.6	4 4.7	2 2.4
DESCRIPTION (SUB-SUBNET)	17 10.1	6 7.1	11 13.3
OWNERSHIP (SUB-SUB-SUBNET)	4 2.4	2 2.4	2 2.4
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	3 1.8	1 1.2	2 2.4
IT SAYS IT TRACKS PROOF OF OWNERSHIP	2 1.2	1 1.2	1 1.2
OTHER OWNERSHIP MENTIONS	1 0.6	1 1.2	0 0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	8 4.8	3 3.5	5 6.0
IT SAYS IT'S STOCKX VERIFIED	1 0.6	0 0	1 1.2
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	2 1.2	1 1.2	1 1.2
IT NEEDS TO BE AUTHENTICATED BY NIKE	1 0.6	1 1.2	0 0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	5 3.0	2 2.4	3 3.6
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	6 3.6	2 2.4	4 4.8
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	3 1.8	2 2.4	1 1.2



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Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
OTHER DESCRIPTION MENTIONS	2 1.2	0 0	2 2.4
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	1 0.6	0 0	1 1.2
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	2 1.2	2 2.4	0 0
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	2 1.2	1 1.2	1 1.2
WEBSITE/PRODUCT VISUALS (SUBNET)	8 4.8	7 8.2	1 1.2
PRODUCT VISUALS (SUB-SUBNET)	3 1.8	3 3.5	0 0
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.6	1 1.2	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	1 0.6	1 1.2	0 0
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	1 0.6	1 1.2	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	1 0.6	1 1.2	0 0
LOGO (SUB-SUBNET)	3 1.8	3 3.5	0 0
NIKE LOGO (SUB-SUB-SUBNET)	1 0.6	1 1.2	0 0
HAS/SHOWS THE SWOOSH	1 0.6	1 1.2	0 0

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Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	1 0.6	1 1.2	0 0
OTHER MISCELLANEOUS LOGO MENTIONS	1 0.6	1 1.2	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	1 0.6	0 0	1 1.2
COLOR/COLORS/COLOR SCHEME (UNSPEC)	1 0.6	1 1.2	0 0
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	4 2.4	3 3.5	1 1.2
IT'S THE SITE/WEBSITE	1 0.6	1 1.2	0 0
PRODUCT RELATED (NET)	9 5.4	4 4.7	5 6.0
PRODUCT ATTRIBUTES (SUBNET)	3 1.8	3 3.5	0 0
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	1 0.6	1 1.2	0 0
OTHER PRODUCT ATTRIBUTES MENTIONS	2 1.2	2 2.4	0 0
PRODUCT BRAND/MANUFACTURER (SUBNET)	6 3.6	1 1.2	5 6.0
NIKE PRODUCT (SUB-SUBNET)	5 3.0	1 1.2	4 4.8



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Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	1 0.6	0 0	1 1.2
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	4 2.4	1 1.2	3 3.6
NIKE IS THE ONE WHO HAD IT FIRST	1 0.6	0 0	1 1.2
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	1 0.6	0 0	1 1.2
BRAND HERITAGE/REPUTATION (NET)	3 1.8	3 3.5	0 0
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	1 0.6	1 1.2	0 0
NIKE IS IT'S OWN BRAND	1 0.6	1 1.2	0 0
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.6	1 1.2	0 0
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	1 0.6	1 1.2	0 0
BRAND RELATIONSHIP/AFFILIATION (NET)	28 16.7	16 18.8	12 14.5
BRAND COLLABORATION (SUBNET)	6 3.6	4 4.7	2 2.4
COLLABORATION WITH NIKE (SUB- SUBNET)	1 0.6	0 0	1 1.2



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Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
SNEAKER COLLAB WITH NIKE	1 0.6	0 0	1 1.2
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	2 1.2	1 1.2	1 1.2
SNEAKER COLLAB/COLLABORATION	1 0.6	0 0	1 1.2
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	2 1.2	2 2.4	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	2 1.2	2 2.4	0 0
BRAND SPONSORSHIP (SUBNET)	1 0.6	0 0	1 1.2
OTHER BRAND SPONSORSHIP MENTIONS	1 0.6	0 0	1 1.2
BRAND PROMOTION/MARKETING (SUBNET)	1 0.6	1 1.2	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	1 0.6	1 1.2	0 0
BRAND SALES (SUBNET)	3 1.8	0 0	3 3.6
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	1 0.6	0 0	1 1.2
OTHER BRAND SALES MENTIONS	2 1.2	0 0	2 2.4
BRAND AUTHORIZATION (SUBNET)	16 9.5	10 11.8	6 7.2

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Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	9 5.4	5 5.9	4 4.8
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	1 0.6	1 1.2	0 0
HAD TO SELL PRODUCTS SUCH AS THIS FROM NIKE	1 0.6	1 1.2	0 0
NIKE HOLDS THE RIGHTS TO THE DESIGN OF THE SNEAKERS	1 0.6	1 1.2	0 0
THEY HAD TO HAVE APPROVAL/ PERMISSION FROM NIKE (TO USE THEIR NAME)	3 1.8	1 1.2	2 2.4
NIKE IS OK WITH IT	1 0.6	0 0	1 1.2
BEN & JERRY'S GAVE NIKE THE APPROVAL OF THE DESIGN	1 0.6	1 1.2	0 0
THEY APPROVED THE DESIGN FOR NIKE TO DESIGN THE NFT	1 0.6	1 1.2	0 0
OTHER BRAND AUTHORIZATION MENTIONS	3 1.8	3 3.5	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	3 1.8	1 1.2	2 2.4
PRIOR EXPERIENCE/KNOWLEDGE (NET)	1 0.6	0 0	1 1.2
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	1 0.6	0 0	1 1.2

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Table 44

Q.376/Q.377 WHAT MAKES YOU SAY THAT THE COMPANY THAT MAKES THIS OFFER  
RECEIVED PERMISSION OR APPROVAL FROM [INSERT COMPANY/BRAND MENTIONED AT Q.375]? / ANY OTHER REASON?  
FILTER: Q.340 - STOCKX BRAND/COMPANY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	168	85	83
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	3 1.8	1 1.2	2 2.4
IT'S OBVIOUS	3 1.8	2 2.4	1 1.2
OTHER MISCELLANEOUS MENTIONS	2 1.2	0 0	2 2.4
DON'T KNOW/UNSURE (Q.376/Q.377)	10 6.0	6 7.1	4 4.8
DON'T KNOW/UNSURE (Q.375)	11 6.5	6 7.1	5 6.0
NO, IT DID NOT RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	18 10.7	8 9.4	10 12.0
DON'T KNOW/UNSURE (Q.370)	64 38.1	34 40.0	30 36.1

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Table 45

Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES  
THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
 BEN & JERRY'S (NET)	 187 44.8	 90 43.7	 97 46.0
BEN & JERRY'S	170 40.8	85 41.3	85 40.3
BEN & JERRY'S CHUNKY DUNKY	7 1.7	3 1.5	4 1.9
CHUNKY DUNKY	9 2.2	4 1.9	5 2.4
OTHER BEN & JERRY'S MENTIONS	11 2.6	2 1.0	9 4.3
 NIKE (NET)	 332 79.6	 183 88.8	 149 70.6
SB (SUBNET)	26 6.2	10 4.9	16 7.6
NIKE SB	9 2.2	3 1.5	6 2.8
NIKE SB DUNK	4 1.0	1 0.5	3 1.4
NIKE SB DUNK LOW	5 1.2	3 1.5	2 0.9
SB DUNK	1 0.2	0 0	1 0.5
SB DUNK LOW	2 0.5	0 0	2 0.9
SB DUNK LOW BEN	1 0.2	1 0.5	0 0
SB	4 1.0	2 1.0	2 0.9
JORDAN (SUBNET)	6 1.4	4 1.9	2 0.9



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Table 45

Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES  
THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
JORDAN/JORDANS	5 1.2	3 1.5	2 0.9
AIR JORDAN	1 0.2	1 0.5	0 0
MISCELLANEOUS NIKE			
NIKE (UNSPEC)	314 75.3	175 85.0	139 65.9
NIKE COLLECTIONS	1 0.2	1 0.5	0 0
NIKE AIR	1 0.2	1 0.5	0 0
NIKE DUNK	1 0.2	0 0	1 0.5
DUNK	1 0.2	0 0	1 0.5
DUNK LOW	6 1.4	1 0.5	5 2.4
NB DUNK LOW	1 0.2	1 0.5	0 0
LOW BEN	1 0.2	0 0	1 0.5
LOW	1 0.2	0 0	1 0.5
DUNK BEN	1 0.2	0 0	1 0.5
AIR FORCE	2 0.5	2 1.0	0 0
STOCKX (NET)	198 47.5	104 50.5	94 44.5

TARGET RESEARCH GROUP INC.  
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Table 45

Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES  
THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
STOCKX	174 41.7	91 44.2	83 39.3
STOCKX VAULT	17 4.1	11 5.3	6 2.8
STOCKX VAULT NFT	8 1.9	3 1.5	5 2.4
VAULT	5 1.2	5 2.4	0 0
VAULT NFT	4 1.0	2 1.0	2 0.9
OTHER STOCKX MENTIONS	3 0.7	0 0	3 1.4
MISCELLANEOUS BRANDS			
AMAZON	5 1.2	3 1.5	2 0.9
ADIDAS	32 7.7	15 7.3	17 8.1
NEW BALANCE	12 2.9	8 3.9	4 1.9
PUMA	27 6.5	11 5.3	16 7.6
OTHER MISCELLANEOUS BRANDS MENTIONS	26 6.2	15 7.3	11 5.2
PRODUCT TYPE (NET)	21 5.0	7 3.4	14 6.6
CLOTHING/APPAREL (SUBNET)	1 0.2	1 0.5	0 0
FOOTWEAR (SUB-SUBNET)	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 45

Q.340/Q.365/Q.375 TOTAL COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES  
THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER FOOTWEAR MENTIONS	1 0.2	1 0.5	0 0
ACCESSORIES (SUBNET)	1 0.2	0 0	1 0.5
WATCHES	1 0.2	0 0	1 0.5
FOOD (SUBNET)	2 0.5	0 0	2 0.9
ICE CREAM	2 0.5	0 0	2 0.9
SPORTING GOODS/EQUIPMENT (SUBNET)	1 0.2	0 0	1 0.5
OTHER SPORTING GOODS/EQUIPMENT MENTIONS	1 0.2	0 0	1 0.5
COLLECTIBLES (SUBNET)	1 0.2	1 0.5	0 0
OTHER COLLECTIBLES MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT TYPE			
NFTS	13 3.1	5 2.4	8 3.8
STOCKS	2 0.5	0 0	2 0.9
MISCELLANEOUS			
OTHER MISCELLANEOUS MENTIONS	20 4.8	6 2.9	14 6.6
NO MENTION OF COMPANY/BRAND AT Q.340/ Q.365/Q.375	26 6.2	9 4.4	17 8.1



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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED COMPANY/BRAND AT Q.340/365/ 375	391 93.8	197 95.6	194 91.9
APPEARS ON THE WEBSITE (NET)	302 72.4	161 78.2	141 66.8
WEBSITE LOCATION (SUBNET)	37 8.9	17 8.3	20 9.5
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	7 1.7	6 2.9	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	11 2.6	4 1.9	7 3.3
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	6 1.4	1 0.5	5 2.4
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	9 2.2	4 1.9	5 2.4
OTHER WEBSITE LOCATION MENTIONS	12 2.9	6 2.9	6 2.8
WEBSITE EXECUTION (SUBNET)	31 7.4	15 7.3	16 7.6
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	20 4.8	10 4.9	10 4.7
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	9 2.2	4 1.9	5 2.4
OTHER WEBSITE EXECUTION MENTIONS	8 1.9	3 1.5	5 2.4
WEBSITE COPY (SUBNET)	216 51.8	110 53.4	106 50.2
NAME/BRAND NAME (SUB-SUBNET)	129 30.9	68 33.0	61 28.9

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE (SUB-SUB-SUBNET)	50 12.0	24 11.7	26 12.3
IT SAYS NIKE/NIKE NAME IS SHOWN	32 7.7	17 8.3	15 7.1
IT SAYS NIKE SB	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK	6 1.4	4 1.9	2 0.9
IT SAYS NIKE SB DUNK LOW	5 1.2	1 0.5	4 1.9
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S	3 0.7	1 0.5	2 0.9
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	5 1.2	1 0.5	4 1.9
IT SAYS NIKE DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
IT SAYS NIKE DUNK LOW	1 0.2	0 0	1 0.5
IT SAYS DUNK LOW	1 0.2	0 0	1 0.5
IT SAYS LOW DUNK	1 0.2	1 0.5	0 0
BEN & JERRY'S (SUB-SUB-SUBNET)	34 8.2	17 8.3	17 8.1
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	19 4.6	10 4.9	9 4.3
IT SAYS BEN & JERRY'S CHUNKY DUNKY	5 1.2	2 1.0	3 1.4
IT SAYS CHUNKY DUNKY	9 2.2	6 2.9	3 1.4

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER BEN & JERRY'S MENTIONS	3 0.7	1 0.5	2 0.9
STOCKX (SUB-SUB-SUBNET)	38 9.1	20 9.7	18 8.5
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	23 5.5	12 5.8	11 5.2
IT SAYS STOCKX VAULT	4 1.0	2 1.0	2 0.9
IT SAYS STOCKX VAULT NFT	9 2.2	5 2.4	4 1.9
IT SAYS STOCKX VAULT NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS IT'S A STOCKX TOKEN	5 1.2	3 1.5	2 0.9
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	48 11.5	27 13.1	21 10.0
IT SAYS NFT VAULT/VAULT NFT	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	7 1.7	5 2.4	2 0.9
DESCRIPTION (SUB-SUBNET)	130 31.2	65 31.6	65 30.8
OWNERSHIP (SUB-SUB-SUBNET)	18 4.3	9 4.4	9 4.3
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	13 3.1	6 2.9	7 3.3
IT SAYS IT TRACKS PROOF OF OWNERSHIP	9 2.2	5 2.4	4 1.9



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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
THE NFT ENTITLES YOU TO OWNERSHIP OF THE NIKE PRODUCT	1 0.2	0 0	1 0.5
OTHER OWNERSHIP MENTIONS	2 0.5	2 1.0	0 0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	16 3.8	7 3.4	9 4.3
IT SAYS IT'S STOCKX VERIFIED	6 1.4	3 1.5	3 1.4
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	3 0.7	1 0.5	2 0.9
IT NEEDS TO BE AUTHENTICATED BY NIKE	1 0.2	1 0.5	0 0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	8 1.9	3 1.5	5 2.4
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	94 22.5	48 23.3	46 21.8
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	23 5.5	12 5.8	11 5.2
OTHER DESCRIPTION MENTIONS	8 1.9	4 1.9	4 1.9
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	26 6.2	12 5.8	14 6.6
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	9 2.2	7 3.4	2 0.9
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	26 6.2	15 7.3	11 5.2
IT'S IN THE NAME/TITLE OF THE NFT	1 0.2	0 0	1 0.5



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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER MISCELLANEOUS WEBSITE	18	10	8
COPY MENTIONS	4.3	4.9	3.8
WEBSITE/PRODUCT VISUALS (SUBNET)	133	96	37
	31.9	46.6	17.5
PRODUCT VISUALS (SUB-SUBNET)	58	47	11
	13.9	22.8	5.2
NIKE PRODUCT VISUALS (SUB-SUB-SUBNET)	29	25	4
	7.0	12.1	1.9
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	3	1	2
	0.7	0.5	0.9
(PRODUCT/SHOE) LOOKS LIKE/IS STYLED LIKE A NIKE PRODUCT	4	4	0
	1.0	1.9	0
HAS/SAYS NIKE ON THE SHOE	4	4	0
	1.0	1.9	0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	10	9	1
	2.4	4.4	0.5
HAS/SHOWS THE NIKE LOGO ON THE SIDE OF THE SHOE/SNEAKER	2	2	0
	0.5	1.0	0
HAS/SHOWS THE NIKE LOGO ON THE TONGUE	2	2	0
	0.5	1.0	0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	5	5	0
	1.2	2.4	0
HAS/SAYS NIKE ON THE TONGUE	1	1	0
	0.2	0.5	0
HAS/SHOWS THE NIKE TOE TAG	1	1	0
	0.2	0.5	0
HAS/SHOWS NIKE ON THE HEEL TAB	2	0	2
	0.5	0	0.9
NIKE BRANDING ON MULTIPLE PLACES ON THE SHOE	1	1	0
	0.2	0.5	0





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Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
DUNK LOW SILHOUETTE	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	12 2.9	6 2.9	6 2.8
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	7 1.7	7 3.4	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	19 4.6	16 7.8	3 1.4
LOGO (SUB-SUBNET)	62 14.9	48 23.3	14 6.6
NIKE LOGO (SUB-SUB-SUBNET)	24 5.8	20 9.7	4 1.9
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	7 1.7	6 2.9	1 0.5
HAS/SHOWS THE NIKE SWOOSH	3 0.7	3 1.5	0 0
HAS/SHOWS THE NIKE SWOOSH TRADEMARK SYMBOL	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	6 1.4	6 2.9	0 0
HAS/SHOWS THE YELLOW SWOOSH	3 0.7	2 1.0	1 0.5
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	2 0.5	2 1.0	0 0
HAS/SHOWS THE ICONIC SWOOSH/ SWOOSH LOGO	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE CHECK	2 0.5	2 1.0	0 0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
THE NFT SHOWS THE NIKE LOGO	1 0.2	0 0	1 0.5
DON'T SEE ANY NIKE SIGNS LINKED TO THE SHOE	1 0.2	0 0	1 0.5
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	26 6.2	19 9.2	7 3.3
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	5 1.2	4 1.9	1 0.5
OTHER MISCELLANEOUS LOGO MENTIONS	13 3.1	10 4.9	3 1.4
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	8 1.9	2 1.0	6 2.8
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	8 1.9	2 1.0	6 2.8
DESIGN/THE DESIGN/STYLE (UNSPEC)	13 3.1	9 4.4	4 1.9
COLOR/COLORS/COLOR SCHEME (UNSPEC)	13 3.1	10 4.9	3 1.4
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	12 2.9	6 2.9	6 2.8
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	43 10.3	21 10.2	22 10.4
IT'S THE SITE/WEBSITE	3 0.7	2 1.0	1 0.5



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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	3 0.7	1 0.5	2 0.9
PRODUCT RELATED (NET)	128 30.7	76 36.9	52 24.6
PRODUCT ATTRIBUTES (SUBNET)	42 10.1	25 12.1	17 8.1
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	4 1.0	2 1.0	2 0.9
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	25 6.0	17 8.3	8 3.8
OTHER PRODUCT ATTRIBUTES MENTIONS	20 4.8	12 5.8	8 3.8
PRODUCT BRAND/MANUFACTURER (SUBNET)	93 22.3	59 28.6	34 16.1
NIKE PRODUCT (SUB-SUBNET)	58 13.9	37 18.0	21 10.0
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	13 3.1	8 3.9	5 2.4
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	37 8.9	24 11.7	13 6.2
COLLECTION HAS NIKE STYLED ITEMS	1 0.2	0 0	1 0.5
SB DUNK LOW IS FROM NIKE	1 0.2	1 0.5	0 0
DUNK LOW IS A NIKE SHOE	1 0.2	0 0	1 0.5
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	2 0.5	2 1.0	0 0

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE IS INVOLVED IN THE NFT	1 0.2	1 0.5	0 0
IT'S AN NFT TICKET FOR A NIKE SHOE	1 0.2	0 0	1 0.5
IT'S AN NFT BASED ON NIKE SHOES	1 0.2	1 0.5	0 0
NIKE IS THE ONE WHO HAD IT FIRST	1 0.2	0 0	1 0.5
RELEASED ORIGINALLY AS ONLY A NIKE SHOE	1 0.2	1 0.5	0 0
IT STARTED WITH NIKE	1 0.2	0 0	1 0.5
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	25 6.0	17 8.3	8 3.8
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	16 3.8	9 4.4	7 3.3
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	12 2.9	7 3.4	5 2.4
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	12 2.9	3 1.5	9 4.3
BRAND HERITAGE/REPUTATION (NET)	37 8.9	19 9.2	18 8.5
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	11 2.6	5 2.4	6 2.8



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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE IS A POPULAR BRAND/POPULAR SNEAKER BRAND	1 0.2	1 0.5	0 0
NIKE IS A RELIABLE BRAND/RELIABLE SNEAKER BRAND	1 0.2	1 0.5	0 0
NIKE IS TRUSTWORTHY/A BRAND I CAN TRUST	1 0.2	0 0	1 0.5
NIKE IS A TOP BRAND	1 0.2	1 0.5	0 0
NIKE IS AN EXPERIENCED BRAND	1 0.2	0 0	1 0.5
NIKE IS IT'S OWN BRAND	1 0.2	1 0.5	0 0
NIKE PRODUCES GOOD/THE BEST QUALITY PRODUCTS	3 0.7	1 0.5	2 0.9
NIKE PRODUCES/MAKES A LOT OF PRODUCTS/A VARIETY OF PRODUCTS	1 0.2	1 0.5	0 0
NIKE IS A SHOE COMPANY	1 0.2	1 0.5	0 0
NIKE IS A CLOTHING/SPORTSWEAR COMPANY	1 0.2	1 0.5	0 0
NIKE MAKES SNEAKERS FOR NBA TEAMS/PLAYERS	1 0.2	0 0	1 0.5
NIKE HAS THE CAPABILITIES TO OFFER SUCH PRODUCTS	1 0.2	0 0	1 0.5
NIKE SHARE PRICE ARE GREAT VALUE	1 0.2	0 0	1 0.5
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	13 3.1	10 4.9	3 1.4

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
RELIABLE/TRUSTWORTHY BRAND	7 1.7	3 1.5	4 1.9
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	5 1.2	1 0.5	4 1.9
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	17 4.1	7 3.4	10 4.7
BRAND RELATIONSHIP/AFFILIATION (NET)	129 30.9	69 33.5	60 28.4
BRAND COLLABORATION (SUBNET)	54 12.9	29 14.1	25 11.8
COLLABORATION WITH NIKE (SUB- SUBNET)	26 6.2	12 5.8	14 6.6
IT'S A COLLABORATION WITH NIKE	6 1.4	3 1.5	3 1.4
SNEAKER COLLAB WITH NIKE	4 1.0	0 0	4 1.9
COLLABORATION WITH NIKE DUNK	1 0.2	0 0	1 0.5
THEY PARTNERED WITH NIKE (ON THE SHOE)	2 0.5	1 0.5	1 0.5
THEY TEAMED WITH NIKE	2 0.5	0 0	2 0.9
COLLAB OF NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY WITH STOCKX VAULT NFT	1 0.2	0 0	1 0.5
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	12 2.9	6 2.9	6 2.8
BEN & JERRY'S COLLABORATED WITH NIKE SB DUNK LOW	1 0.2	0 0	1 0.5



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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S A COLLABORATION OF NIKE AND ICE CREAM	1 0.2	1 0.5	0 0
NIKE HAS PARTNERED WITH NFT	1 0.2	0 0	1 0.5
THEY HAVE SOLD SHOW COLLABORATIONS LIKE THE NIKE JORDAN 1 LOW AND HIGH	1 0.2	1 0.5	0 0
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	13 3.1	8 3.9	5 2.4
SNEAKER COLLAB/COLLABORATION	1 0.2	0 0	1 0.5
A PIECE OF SNEAKER COLLAB HISTORY	5 1.2	3 1.5	2 0.9
IT'S A COLLABORATION WITH BEN & JERRY'S	5 1.2	3 1.5	2 0.9
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	13 3.1	7 3.4	6 2.8
BRAND SPONSORSHIP (SUBNET)	8 1.9	3 1.5	5 2.4
NIKE IS ONE OF THE SPONSORS	1 0.2	0 0	1 0.5
NIKE HAS AFFILIATES WITH ATHLETES FOR PROMOTIONS	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	7 1.7	3 1.5	4 1.9
BRAND PROMOTION/MARKETING (SUBNET)	11 2.6	6 2.9	5 2.4



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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
HELPS NIKE'S PROMOTION	1 0.2	1 0.5	0 0
NIKE MARKETS THEM	1 0.2	1 0.5	0 0
NIKE IS THE OFFER TO ENTICE THE BUYERS	1 0.2	0 0	1 0.5
NIKE HAS BEEN KNOWN TO USE THEIR SYMBOL AS ADVERTISEMENT TO SELL PRODUCTS/MAKE PRODUCTS POPULAR	1 0.2	1 0.5	0 0
OTHER BRAND PROMOTION/MARKETING MENTIONS	8 1.9	4 1.9	4 1.9
BRAND SALES (SUBNET)	60 14.4	34 16.5	26 12.3
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	17 4.1	11 5.3	6 2.8
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	8 1.9	5 2.4	3 1.4
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	11 2.6	7 3.4	4 1.9
STOCKX SELLS NIKE	1 0.2	0 0	1 0.5
STOCKX BUYS NIKE AND SELLS THE NFT	1 0.2	1 0.5	0 0
NIKE IS OFFERING THIS PRODUCT THROUGH STOCKX	1 0.2	0 0	1 0.5
THAT IS WHO IS SELLING THE SHOES FROM NIKE	1 0.2	1 0.5	0 0
SELLING AN NFT RELATED TO A NIKE PRODUCT	3 0.7	0 0	3 1.4

TARGET RESEARCH GROUP INC.  
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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
LAUNCHES THE NIKE PRODUCT NFT	1 0.2	1 0.5	0 0
SELLING NIKE PRODUCTS	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	6 1.4	1 0.5	5 2.4
NIKE'S NEW NFT PLATFORM DOTSWOOSH WILL SELL VIRTUAL SNEAKERS	1 0.2	1 0.5	0 0
EXCLUSIVE NIKE RELEASE AVAILABLE IN STORES AND ONLINE	1 0.2	1 0.5	0 0
RETAIL SHOE COMPANY KNOWN FOR EXCLUSIVE RELEASES OF MAJOR BRANDS LIKE NIKE	1 0.2	1 0.5	0 0
OTHER BRAND SALES MENTIONS	18 4.3	9 4.4	9 4.3
BRAND AUTHORIZATION (SUBNET)	32 7.7	20 9.7	12 5.7
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	16 3.8	8 3.9	8 3.8
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	3 0.7	2 1.0	1 0.5
HAD TO SELL PRODUCTS SUCH AS THIS FROM NIKE	1 0.2	1 0.5	0 0
NIKE CAN BE FINICKY WITH THEIR TRADEMARKS/COPYRIGHTS	1 0.2	1 0.5	0 0
NIKE HOLDS THE RIGHTS TO THE DESIGN OF THE SNEAKERS	1 0.2	1 0.5	0 0
THEY HAD TO HAVE APPROVAL/ PERMISSION FROM NIKE (TO USE THEIR NAME)	6 1.4	2 1.0	4 1.9



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Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY (IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE HAD TO LEND IT'S NAME TO THE SHOE	1 0.2	1 0.5	0 0
NIKE IS OK WITH IT	1 0.2	0 0	1 0.5
BEN & JERRY'S GAVE NIKE THE APPROVAL OF THE DESIGN	1 0.2	1 0.5	0 0
THEY APPROVED THE DESIGN FOR NIKE TO DESIGN THE NFT	1 0.2	1 0.5	0 0
OTHER BRAND AUTHORIZATION MENTIONS	12 2.9	10 4.9	2 0.9
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
THEY HAVE A RELATIONSHIP WITH NIKE	1 0.2	1 0.5	0 0
BEN & JERRY'S HAS AN AFFILIATION WITH NIKE	1 0.2	0 0	1 0.5
AN OFFSHOOT OF NIKE	1 0.2	1 0.5	0 0
NIKE IS SUING STOCKX FOR LAUNCHING VAULT NFTS BASED ON NIKE SNEAKERS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	15 3.6	8 3.9	7 3.3
PRIOR EXPERIENCE/KNOWLEDGE (NET)	23 5.5	7 3.4	16 7.6
I KNOW PERSONALLY THAT NIKE OFFERS IT	1 0.2	0 0	1 0.5
I KNOW IT IS BY NIKE SB	1 0.2	0 0	1 0.5
I KNOW DUNKS ARE MADE BY NIKE	1 0.2	0 0	1 0.5

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Table 46

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS  
COMPANY(IES) OR BRAND(S) OFFER(S)/SERVICES THE PRODUCT / NFT SHOWN SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	6 1.4	1 0.5	5 2.4
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	16 3.8	6 2.9	10 4.7
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	9 2.2	2 1.0	7 3.3
IT'S OBVIOUS	4 1.0	2 1.0	2 0.9
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	6 1.4	3 1.5	3 1.4
NIKE/IT'S NIKE (UNSPEC)	9 2.2	4 1.9	5 2.4
STOCKX/IT'S STOCKX (UNSPEC)	4 1.0	2 1.0	2 0.9
THEY ARE THE NIKE SCHOOL	1 0.2	0 0	1 0.5
UNIQUE/INNOVATIVE	4 1.0	2 1.0	2 0.9
OTHER MISCELLANEOUS MENTIONS	32 7.7	13 6.3	19 9.0
DON'TKNOW/UNSURE (Q.345/Q.346/Q.366/ Q.367/Q.376/Q.377)	76 18.2	36 17.5	40 19.0
NO MENTION OF COMPANY/BRAND AT Q.340/ Q.365/Q.375	26 6.2	9 4.4	17 8.1

TARGET RESEARCH GROUP INC.  
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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED NIKE AT Q.340/365/375	332 79.6	183 88.8	149 70.6
APPEARS ON THE WEBSITE (NET)	212 50.8	121 58.7	91 43.1
WEBSITE LOCATION (SUBNET)	13 3.1	6 2.9	7 3.3
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	2 0.5	1 0.5	1 0.5
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	7 1.7	2 1.0	5 2.4
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	2 0.5	1 0.5	1 0.5
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	2 0.5	1 0.5	1 0.5
OTHER WEBSITE LOCATION MENTIONS	1 0.2	1 0.5	0 0
WEBSITE EXECUTION (SUBNET)	12 2.9	6 2.9	6 2.8
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	7 1.7	3 1.5	4 1.9
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	3 0.7	3 1.5	0 0
OTHER WEBSITE EXECUTION MENTIONS	2 0.5	0 0	2 0.9
WEBSITE COPY (SUBNET)	130 31.2	63 30.6	67 31.8
NAME/BRAND NAME (SUB-SUBNET)	61 14.6	34 16.5	27 12.8



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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE (SUB-SUB-SUBNET)	43 10.3	22 10.7	21 10.0
IT SAYS NIKE/NIKE NAME IS SHOWN	28 6.7	15 7.3	13 6.2
IT SAYS NIKE SB	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK	5 1.2	4 1.9	1 0.5
IT SAYS NIKE SB DUNK LOW	5 1.2	1 0.5	4 1.9
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S	3 0.7	1 0.5	2 0.9
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	2 0.5	1 0.5	1 0.5
IT SAYS NIKE DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
IT SAYS NIKE DUNK LOW	1 0.2	0 0	1 0.5
IT SAYS LOW DUNK	1 0.2	1 0.5	0 0
BEN & JERRY'S (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS BEN & JERRY'S/BEN & JERRY'S NAME IS SHOWN	1 0.2	0 0	1 0.5
STOCKX (SUB-SUB-SUBNET)	6 1.4	3 1.5	3 1.4
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	4 1.0	2 1.0	2 0.9
IT SAYS STOCKX VAULT NFT	1 0.2	0 0	1 0.5

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT SAYS STOCKX VAULT NFT NIKE	1 0.2	1 0.5	0 0
IT SAYS IT'S A STOCKX TOKEN	1 0.2	0 0	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	15 3.6	8 3.9	7 3.3
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	3 0.7	3 1.5	0 0
DESCRIPTION (SUB-SUBNET)	72 17.3	29 14.1	43 20.4
OWNERSHIP (SUB-SUB-SUBNET)	5 1.2	1 0.5	4 1.9
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	5 1.2	1 0.5	4 1.9
IT SAYS IT TRACKS PROOF OF OWNERSHIP	2 0.5	0 0	2 0.9
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	6 1.4	3 1.5	3 1.4
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	2 0.5	1 0.5	1 0.5
IT NEEDS TO BE AUTHENTICATED BY NIKE	1 0.2	1 0.5	0 0
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	3 0.7	1 0.5	2 0.9
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	59 14.1	23 11.2	36 17.1

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	4 1.0	2 1.0	2 0.9
OTHER DESCRIPTION MENTIONS	3 0.7	1 0.5	2 0.9
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	15 3.6	4 1.9	11 5.2
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	2 0.5	1 0.5	1 0.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	9 2.2	6 2.9	3 1.4
IT'S IN THE NAME/TITLE OF THE NFT	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	8 1.9	2 1.0	6 2.8
WEBSITE/PRODUCT VISUALS (SUBNET)	93 22.3	79 38.3	14 6.6
PRODUCT VISUALS (SUB-SUBNET)	44 10.6	37 18.0	7 3.3
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	28 6.7	25 12.1	3 1.4
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	2 0.5	1 0.5	1 0.5
(PRODUCT/SHOE) LOOKS LIKE/IS STYLED LIKE A NIKE PRODUCT	4 1.0	4 1.9	0 0
HAS/SAYS NIKE ON THE SHOE	4 1.0	4 1.9	0 0
HAS/SHOWS THE NIKE LOGO ON THE SHOE/SNEAKER	10 2.4	9 4.4	1 0.5

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
HAS/SHOWS THE NIKE LOGO ON THE SIDE OF THE SHOE/SNEAKER	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE LOGO ON THE TONGUE	2 0.5	2 1.0	0 0
HAS/SHOWS THE SWOOSH/NIKE SWOOSH ON THE SHOE/SNEAKER	5 1.2	5 2.4	0 0
HAS/SAYS NIKE ON THE TONGUE	1 0.2	1 0.5	0 0
HAS/SHOWS THE NIKE TOE TAG	1 0.2	1 0.5	0 0
HAS/SHOWS NIKE ON THE HEEL TAB	2 0.5	0 0	2 0.9
NIKE BRANDING ON MULTIPLE PLACES ON THE SHOE	1 0.2	1 0.5	0 0
DUNK LOW SILHOUETTE	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	4 1.0	2 1.0	2 0.9
HAS/SHOWS THE LOGO/BRAND LOGO ON THE PRODUCT/SHOE	7 1.7	7 3.4	0 0
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	7 1.7	4 1.9	3 1.4
LOGO (SUB-SUBNET)	47 11.3	43 20.9	4 1.9
NIKE LOGO (SUB-SUB-SUBNET)	22 5.3	19 9.2	3 1.4
HAS/SHOWS THE NIKE LOGO/NIKE SYMBOL/EMBLEM	7 1.7	6 2.9	1 0.5
HAS/SHOWS THE NIKE SWOOSH	2 0.5	2 1.0	0 0



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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
HAS/SHOWS THE NIKE SWOOSH TRADEMARK SYMBOL	1 0.2	1 0.5	0 0
HAS/SHOWS THE SWOOSH	6 1.4	6 2.9	0 0
HAS/SHOWS THE YELLOW SWOOSH	2 0.5	1 0.5	1 0.5
HAS/SHOWS THE TRADEMARK SWOOSH DESIGN	2 0.5	2 1.0	0 0
HAS/SHOWS THE ICONIC SWOOSH/ SWOOSH LOGO	2 0.5	2 1.0	0 0
HAS/SHOWS THE NIKE CHECK	2 0.5	2 1.0	0 0
THE NFT SHOWS THE NIKE LOGO	1 0.2	0 0	1 0.5
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	15 3.6	15 7.3	0 0
AM FAMILIAR WITH/RECOGNIZE THE LOGO/HAVE SEEN THE LOGO BEFORE	5 1.2	4 1.9	1 0.5
OTHER MISCELLANEOUS LOGO MENTIONS	7 1.7	7 3.4	0 0
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	2 0.5	1 0.5	1 0.5
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	2 0.5	1 0.5	1 0.5
DESIGN/THE DESIGN/STYLE (UNSPEC)	8 1.9	7 3.4	1 0.5

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
COLOR/COLORS/COLOR SCHEME (UNSPEC)	8 1.9	6 2.9	2 0.9
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	3 0.7	1 0.5	2 0.9
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	19 4.6	10 4.9	9 4.3
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	1 0.2	1 0.5	0 0
PRODUCT RELATED (NET)	92 22.1	59 28.6	33 15.6
PRODUCT ATTRIBUTES (SUBNET)	10 2.4	7 3.4	3 1.4
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	2 0.5	1 0.5	1 0.5
SHOE/SNEAKER COLOR/DESIGN IS INSPIRED BY/BASED ON THEIR ICE CREAM/ON BEN & JERRY'S ICE CREAM	1 0.2	1 0.5	0 0
OTHER PRODUCT ATTRIBUTES MENTIONS	8 1.9	6 2.9	2 0.9
PRODUCT BRAND/MANUFACTURER (SUBNET)	80 19.2	51 24.8	29 13.7
NIKE PRODUCT (SUB-SUBNET)	54 12.9	34 16.5	20 9.5
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	12 2.9	7 3.4	5 2.4
IT'S A NIKE SHOE/SNEAKER/NIKE MAKES/MANUFACTURES THE SHOE/ SNEAKER	36 8.6	23 11.2	13 6.2
COLLECTION HAS NIKE STYLED ITEMS	1 0.2	0 0	1 0.5





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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
SB DUNK LOW IS FROM NIKE	1 0.2	1 0.5	0 0
DUNK LOW IS A NIKE SHOE	1 0.2	0 0	1 0.5
IT'S A NIKE BRANDED NFT/AN NFT FROM NIKE	1 0.2	1 0.5	0 0
NIKE IS INVOLVED IN THE NFT	1 0.2	1 0.5	0 0
IT'S AN NFT TICKET FOR A NIKE SHOE	1 0.2	0 0	1 0.5
IT'S AN NFT BASED ON NIKE SHOES	1 0.2	1 0.5	0 0
RELEASED ORIGINALLY AS ONLY A NIKE SHOE	1 0.2	1 0.5	0 0
IT STARTED WITH NIKE	1 0.2	0 0	1 0.5
IT'S AN ORIGINAL DESIGN TO NIKE	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	22 5.3	16 7.8	6 2.8
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	6 1.4	2 1.0	4 1.9
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	7 1.7	4 1.9	3 1.4
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	2 0.5	2 1.0	0 0

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
BRAND HERITAGE/REPUTATION (NET)	28 6.7	16 7.8	12 5.7
NIKE BRAND HERITAGE/REPUTATION (SUBNET)	11 2.6	5 2.4	6 2.8
NIKE IS A POPULAR BRAND/POPULAR SNEAKER BRAND	1 0.2	1 0.5	0 0
NIKE IS A RELIABLE BRAND/RELIABLE SNEAKER BRAND	1 0.2	1 0.5	0 0
NIKE IS TRUSTWORTHY/A BRAND I CAN TRUST	1 0.2	0 0	1 0.5
NIKE IS A TOP BRAND	1 0.2	1 0.5	0 0
NIKE IS AN EXPERIENCED BRAND	1 0.2	0 0	1 0.5
NIKE IS IT'S OWN BRAND	1 0.2	1 0.5	0 0
NIKE PRODUCES GOOD/THE BEST QUALITY PRODUCTS	3 0.7	1 0.5	2 0.9
NIKE PRODUCES/MAKES A LOT OF PRODUCTS/A VARIETY OF PRODUCTS	1 0.2	1 0.5	0 0
NIKE IS A SHOE COMPANY	1 0.2	1 0.5	0 0
NIKE IS A CLOTHING/SPORTSWEAR COMPANY	1 0.2	1 0.5	0 0
NIKE MAKES SNEAKERS FOR NBA TEAMS/PLAYERS	1 0.2	0 0	1 0.5
NIKE HAS THE CAPABILITIES TO OFFER SUCH PRODUCTS	1 0.2	0 0	1 0.5
NIKE SHARE PRICE ARE GREAT VALUE	1 0.2	0 0	1 0.5

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	9 2.2	7 3.4	2 0.9
RELIABLE/TRUSTWORTHY BRAND	5 1.2	3 1.5	2 0.9
GOOD SERVICE/BRAND OFFERS/ PROVIDES GOOD SERVICE/SERVICES/ HELPFUL/USEFUL SERVICES	2 0.5	0 0	2 0.9
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	10 2.4	4 1.9	6 2.8
BRAND RELATIONSHIP/AFFILIATION (NET)	77 18.5	40 19.4	37 17.5
BRAND COLLABORATION (SUBNET)	27 6.5	12 5.8	15 7.1
COLLABORATION WITH NIKE (SUB- SUBNET)	14 3.4	6 2.9	8 3.8
IT'S A COLLABORATION WITH NIKE	2 0.5	1 0.5	1 0.5
SNEAKER COLLAB WITH NIKE	3 0.7	0 0	3 1.4
THEY PARTNERED WITH NIKE (ON THE SHOE)	1 0.2	0 0	1 0.5
COLLAB OF NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY WITH STOCKX VAULT NFT	1 0.2	0 0	1 0.5
IT'S A COLLABORATION BETWEEN NIKE AND BEN & JERRY'S	9 2.2	5 2.4	4 1.9
NIKE HAS PARTNERED WITH NFT	1 0.2	0 0	1 0.5

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Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	3 0.7	1 0.5	2 0.9
SNEAKER COLLAB/COLLABORATION	1 0.2	0 0	1 0.5
A PIECE OF SNEAKER COLLAB HISTORY	3 0.7	2 1.0	1 0.5
IT'S A COLLABORATION WITH BEN & JERRY'S	2 0.5	1 0.5	1 0.5
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	5 1.2	2 1.0	3 1.4
BRAND SPONSORSHIP (SUBNET)	3 0.7	2 1.0	1 0.5
NIKE IS ONE OF THE SPONSORS	1 0.2	0 0	1 0.5
OTHER BRAND SPONSORSHIP MENTIONS	2 0.5	2 1.0	0 0
BRAND PROMOTION/MARKETING (SUBNET)	7 1.7	5 2.4	2 0.9
HELPS NIKE'S PROMOTION	1 0.2	1 0.5	0 0
NIKE MARKETS THEM	1 0.2	1 0.5	0 0
NIKE IS THE OFFER TO ENTICE THE BUYERS	1 0.2	0 0	1 0.5
NIKE HAS BEEN KNOWN TO USE THEIR SYMBOL AS ADVERTISEMENT TO SELL PRODUCTS/MAKE PRODUCTS POPULAR	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OTHER BRAND PROMOTION/MARKETING MENTIONS	3 0.7	2 1.0	1 0.5
BRAND SALES (SUBNET)	18 4.3	7 3.4	11 5.2
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	3 0.7	1 0.5	2 0.9
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	3 0.7	1 0.5	2 0.9
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	2 0.5	1 0.5	1 0.5
STOCKX SELLS NIKE	1 0.2	0 0	1 0.5
STOCKX BUYS NIKE AND SELLS THE NFT	1 0.2	1 0.5	0 0
NIKE IS OFFERING THIS PRODUCT THROUGH STOCKX	1 0.2	0 0	1 0.5
SELLING AN NFT RELATED TO A NIKE PRODUCT	2 0.5	0 0	2 0.9
SELLING NIKE PRODUCTS	1 0.2	1 0.5	0 0
NIKE OFFERS IT/NIKES OFFERS THAT PRODUCT	6 1.4	1 0.5	5 2.4
NIKE'S NEW NFT PLATFORM DOTSWOOSH WILL SELL VIRTUAL SNEAKERS	1 0.2	1 0.5	0 0
EXCLUSIVE NIKE RELEASE AVAILABLE IN STORES AND ONLINE	1 0.2	1 0.5	0 0
OTHER BRAND SALES MENTIONS	1 0.2	1 0.5	0 0
BRAND AUTHORIZATION (SUBNET)	24 5.8	14 6.8	10 4.7

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	11 2.6	6 2.9	5 2.4
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	2 0.5	1 0.5	1 0.5
HAD TO SELL PRODUCTS SUCH AS THIS FROM NIKE	1 0.2	1 0.5	0 0
NIKE CAN BE FINICKY WITH THEIR TRADEMARKS/COPYRIGHTS	1 0.2	1 0.5	0 0
NIKE HOLDS THE RIGHTS TO THE DESIGN OF THE SNEAKERS	1 0.2	1 0.5	0 0
THEY HAD TO HAVE APPROVAL/ PERMISSION FROM NIKE (TO USE THEIR NAME)	6 1.4	2 1.0	4 1.9
NIKE HAD TO LEND IT'S NAME TO THE SHOE	1 0.2	1 0.5	0 0
NIKE IS OK WITH IT	1 0.2	0 0	1 0.5
BEN & JERRY'S GAVE NIKE THE APPROVAL OF THE DESIGN	1 0.2	1 0.5	0 0
OTHER BRAND AUTHORIZATION MENTIONS	4 1.0	3 1.5	1 0.5
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
AN OFFSHOOT OF NIKE	1 0.2	1 0.5	0 0
NIKE IS SUING STOCKX FOR LAUNCHING VAULT NFTS BASED ON NIKE SNEAKERS	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	7 1.7	2 1.0	5 2.4

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 47

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - NIKE OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
PRIOR EXPERIENCE/KNOWLEDGE (NET)	10 2.4	2 1.0	8 3.8
I KNOW PERSONALLY THAT NIKE OFFERS IT	1 0.2	0 0	1 0.5
I KNOW IT IS BY NIKE SB	1 0.2	0 0	1 0.5
I KNOW DUNKS ARE MADE BY NIKE	1 0.2	0 0	1 0.5
I'VE SEEN IT/SEEN IT BEFORE/HAVE SEEN AN AD FOR IT	1 0.2	0 0	1 0.5
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	6 1.4	2 1.0	4 1.9
MISCELLANEOUS			
JUST THINK SO/WHAT I FIGURED/ ASSUMED (UNSPEC)	5 1.2	1 0.5	4 1.9
IT'S OBVIOUS	2 0.5	2 1.0	0 0
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	2 0.5	1 0.5	1 0.5
NIKE/IT'S NIKE (UNSPEC)	6 1.4	3 1.5	3 1.4
STOCKX/IT'S STOCKX (UNSPEC)	2 0.5	2 1.0	0 0
UNIQUE/INNOVATIVE	3 0.7	1 0.5	2 0.9
OTHER MISCELLANEOUS MENTIONS	9 2.2	5 2.4	4 1.9
DON'T KNOW/UNSURE (Q.345/Q.346/Q.366/Q.367/Q.376/Q.377)	41 9.8	17 8.3	24 11.4
NO MENTION OF NIKE AT Q.340/Q.365/Q.375	85 20.4	23 11.2	62 29.4





TARGET RESEARCH GROUP INC.  
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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MENTIONED STOCKX AT Q.340/365/375	198 47.5	104 50.5	94 44.5
APPEARS ON THE WEBSITE (NET)	147 35.3	79 38.3	68 32.2
WEBSITE LOCATION (SUBNET)	21 5.0	11 5.3	10 4.7
THE HEADING/HEADER/IT SAYS SO/IS STATED IN THE HEADING/HEADER (OF THE PAGE)	3 0.7	3 1.5	0 0
IT'S AT THE TOP/TOP OF THE SCREEN/PAGE/SAYS/SHOWS IT AT THE TOP	5 1.2	4 1.9	1 0.5
IT'S FIRST/THE FIRST ONE/FIRST NAME SHOWN/LISTED	4 1.0	0 0	4 1.9
IT'S LISTED/SHOWN IN MULTIPLE PLACES/IT'S ALL OVER THE PAGE/ SITE	6 1.4	3 1.5	3 1.4
OTHER WEBSITE LOCATION MENTIONS	6 1.4	3 1.5	3 1.4
WEBSITE EXECUTION (SUBNET)	21 5.0	10 4.9	11 5.2
CLEAR/CLEARLY SHOWN/STATED/IT IS CLEAR ON THE PAGE/SITE	15 3.6	8 3.9	7 3.3
PROMINENT/BIG/BOLD/STATED/SHOWN PROMINENTLY	6 1.4	1 0.5	5 2.4
OTHER WEBSITE EXECUTION MENTIONS	5 1.2	3 1.5	2 0.9
WEBSITE COPY (SUBNET)	105 25.2	60 29.1	45 21.3
NAME/BRAND NAME (SUB-SUBNET)	58 13.9	33 16.0	25 11.8

TARGET RESEARCH GROUP INC.  
SNEAKER ONLINE SURVEY (#103-23012)

Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
NIKE (SUB-SUB-SUBNET)	4 1.0	2 1.0	2 0.9
IT SAYS NIKE/NIKE NAME IS SHOWN	2 0.5	2 1.0	0 0
IT SAYS NIKE SB DUNK	1 0.2	0 0	1 0.5
IT SAYS NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
BEN & JERRY'S (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
IT SAYS BEN & JERRY'S CHUNKY DUNKY	1 0.2	0 0	1 0.5
STOCKX (SUB-SUB-SUBNET)	33 7.9	18 8.7	15 7.1
IT SAYS STOCKX/STOCKX NAME IS ON IT/SHOWN	19 4.6	10 4.9	9 4.3
IT SAYS STOCKX VAULT	3 0.7	2 1.0	1 0.5
IT SAYS STOCKX VAULT NFT	9 2.2	5 2.4	4 1.9
IT SAYS IT'S A STOCKX TOKEN	4 1.0	3 1.5	1 0.5
MISCELLANEOUS NAME/BRAND NAME			
SAYS/HAS THE NAME BRAND/SHOWS THE BRAND NAME (ON THE PAGE)	22 5.3	13 6.3	9 4.3
IT SAYS NFT VAULT/VAULT NFT	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS NAME/ BRAND NAME MENTIONS	2 0.5	2 1.0	0 0
DESCRIPTION (SUB-SUBNET)	64 15.3	36 17.5	28 13.3



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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
OWNERSHIP (SUB-SUB-SUBNET)	14 3.4	7 3.4	7 3.3
IT SAYS IT REPRESENTS OWNERSHIP/THE TOKEN REPRESENTS OWNERSHIP (OF THE PHYSICAL PRODUCT)	10 2.4	5 2.4	5 2.4
IT SAYS IT TRACKS PROOF OF OWNERSHIP	7 1.7	4 1.9	3 1.4
THE NFT ENTITLES YOU TO OWNERSHIP OF THE NIKE PRODUCT	1 0.2	0 0	1 0.5
OTHER OWNERSHIP MENTIONS	1 0.2	1 0.5	0 0
VERIFICATION/AUTHENTICATION (SUB-SUB-SUBNET)	10 2.4	3 1.5	7 3.3
IT SAYS IT'S STOCKX VERIFIED	5 1.2	3 1.5	2 0.9
VERIFIED BY STOCKX'S AUTHENTICATION PROCESS	2 0.5	0 0	2 0.9
OTHER VERIFICATION/ AUTHENTICATION MENTIONS	3 0.7	0 0	3 1.4
MISCELLANEOUS DESCRIPTION			
THE DESCRIPTION/IT SAYS SO/IS STATED IN THE DESCRIPTION	30 7.2	17 8.3	13 6.2
SAYS IT IS STORED/HELD THERE/ IN THE VAULT/STOCKX VAULT	19 4.6	10 4.9	9 4.3
OTHER DESCRIPTION MENTIONS	5 1.2	3 1.5	2 0.9
MISCELLANEOUS WEBSITE COPY			
THE TITLE/IT SAYS SO/IS STATED IN THE TITLE	7 1.7	6 2.9	1 0.5

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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
IT'S IN THE NAME/IT SAYS SO/IS STATED IN THE NAME	4 1.0	3 1.5	1 0.5
IT'S IN THE NAME/TITLE OF THE PRODUCT/SHOE	5 1.2	4 1.9	1 0.5
OTHER MISCELLANEOUS WEBSITE COPY MENTIONS	7 1.7	5 2.4	2 0.9
WEBSITE/PRODUCT VISUALS (SUBNET)	36 8.6	14 6.8	22 10.4
PRODUCT VISUALS (SUB-SUBNET)	8 1.9	4 1.9	4 1.9
NIKE PRODUCT VISUALS (SUB-SUB- SUBNET)	1 0.2	0 0	1 0.5
THE PICTURE IS OF A NIKE SHOE/IT SHOWS A NIKE SHOE/ SNEAKER	1 0.2	0 0	1 0.5
MISCELLANEOUS PRODUCT VISUALS			
HAS/SAYS THE NAME/BRAND NAME ON THE PRODUCT/SHOE	4 1.0	1 0.5	3 1.4
OTHER MISCELLANEOUS PRODUCT VISUALS MENTIONS	3 0.7	3 1.5	0 0
LOGO (SUB-SUBNET)	14 3.4	5 2.4	9 4.3
NIKE LOGO (SUB-SUB-SUBNET)	1 0.2	0 0	1 0.5
DON'T SEE ANY NIKE SIGNS LINKED TO THE SHOE	1 0.2	0 0	1 0.5
MISCELLANEOUS LOGO			
THE LOGO/IT HAS/SHOWS THE LOGO/THE BRAND LOGO	10 2.4	4 1.9	6 2.8
OTHER MISCELLANEOUS LOGO MENTIONS	5 1.2	2 1.0	3 1.4



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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS WEBSITE/PRODUCT VISUALS			
IT'S IN/ON THE PICTURE/PHOTO/ IMAGE/SAYS SO ON THE PICTURE (UNSPEC)	6 1.4	1 0.5	5 2.4
IT'S ON THE TOKEN/TICKET/ PICTURED/PRINTED ON THE TOKEN/ TICKET	5 1.2	1 0.5	4 1.9
DESIGN/THE DESIGN/STYLE (UNSPEC)	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS WEBSITE/ PRODUCT VISUALS MENTIONS	5 1.2	3 1.5	2 0.9
MISCELLANEOUS APPEARS ON THE WEBSITE			
IT'S SAYS SO/IT IS STATED/LISTED/ SHOWN/THAT'S WHAT IT SAYS (ON THE PAGE/SCREEN) (UNSPEC)	20 4.8	9 4.4	11 5.2
IT'S THE SITE/WEBSITE	3 0.7	2 1.0	1 0.5
OTHER MISCELLANEOUS APPEARS ON THE WEBSITE MENTIONS	2 0.5	0 0	2 0.9
PRODUCT RELATED (NET)	10 2.4	4 1.9	6 2.8
PRODUCT ATTRIBUTES (SUBNET)	1 0.2	0 0	1 0.5
GOOD/HIGH QUALITY PRODUCT/ SNEAKER/SHOE	1 0.2	0 0	1 0.5
PRODUCT BRAND/MANUFACTURER (SUBNET)	4 1.0	3 1.5	1 0.5
NIKE PRODUCT (SUB-SUBNET)	1 0.2	1 0.5	0 0
IT'S A NIKE PRODUCT/NIKE MAKES/ MANUFACTURES THE PRODUCT	1 0.2	1 0.5	0 0

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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS PRODUCT BRAND/MANUFACTURER			
IT'S THE BRAND/MAKER/ MANUFACTURER OF THE PRODUCT/ SHOE/THAT'S WHO MAKE THE PRODUCT	2 0.5	1 0.5	1 0.5
OTHER MISCELLANEOUS PRODUCT BRAND/MANUFACTURER MENTIONS	1 0.2	1 0.5	0 0
MISCELLANEOUS PRODUCT RELATED			
IT'S AN NFT/DIGITAL NFT/A TOKEN/ THE PRODUCT IS AN NFT/TOKEN (FOR SHOES/SNEAKERS)	3 0.7	1 0.5	2 0.9
OTHER MISCELLANEOUS PRODUCT RELATED MENTIONS	2 0.5	0 0	2 0.9
BRAND HERITAGE/REPUTATION (NET)	3 0.7	1 0.5	2 0.9
MISCELLANEOUS BRAND HERITAGE/REPUTATION			
IT'S A GOOD BRAND/I LIKE THE BRAND	1 0.2	0 0	1 0.5
OTHER MISCELLANEOUS BRAND HERITAGE/REPUTATION MENTIONS	2 0.5	1 0.5	1 0.5
BRAND RELATIONSHIP/AFFILIATION (NET)	50 12.0	32 15.5	18 8.5
BRAND COLLABORATION (SUBNET)	5 1.2	4 1.9	1 0.5
COLLABORATION WITH NIKE (SUB- SUBNET)	1 0.2	0 0	1 0.5
COLLAB OF NIKE SB DUNK LOW BEN & JERRY'S CHUNKY DUNKY WITH STOCKX VAULT NFT	1 0.2	0 0	1 0.5



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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
MISCELLANEOUS BRAND COLLABORATION			
IT'S A COLLAB/COLLABORATION (UNSPEC)	1 0.2	1 0.5	0 0
SNEAKER COLLAB/COLLABORATION	1 0.2	0 0	1 0.5
A PIECE OF SNEAKER COLLAB HISTORY	1 0.2	1 0.5	0 0
IT'S A PARTNERSHIP/PARTNERSHIP BETWEEN BRANDS/THEY ARE PARTNERS	1 0.2	1 0.5	0 0
OTHER MISCELLANEOUS BRAND COLLABORATION MENTIONS	1 0.2	1 0.5	0 0
BRAND SPONSORSHIP (SUBNET)	2 0.5	0 0	2 0.9
OTHER BRAND SPONSORSHIP MENTIONS	2 0.5	0 0	2 0.9
BRAND PROMOTION/MARKETING (SUBNET)	3 0.7	1 0.5	2 0.9
OTHER BRAND PROMOTION/MARKETING MENTIONS	3 0.7	1 0.5	2 0.9
BRAND SALES (SUBNET)	38 9.1	27 13.1	11 5.2
IT'S ON THEIR WEBSITE/PLATFORM/ BEING OFFERED/SOLD ON THEIR WEBSITE	12 2.9	10 4.9	2 0.9
IT'S ON THE STOCKX WEBSITE/BEING SOLD ON THE STOCKX SITE	4 1.0	3 1.5	1 0.5
STOCKX IS SELLING/OFFERING THE PRODUCT/NFT	8 1.9	6 2.9	2 0.9
THAT IS WHO IS SELLING THE SHOES FROM NIKE	1 0.2	1 0.5	0 0

TARGET RESEARCH GROUP INC.  
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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
LAUNCHES THE NIKE PRODUCT NFT	1 0.2	1 0.5	0 0
RETAIL SHOE COMPANY KNOWN FOR EXCLUSIVE RELEASES OF MAJOR BRANDS LIKE NIKE	1 0.2	1 0.5	0 0
OTHER BRAND SALES MENTIONS	11 2.6	5 2.4	6 2.8
BRAND AUTHORIZATION (SUBNET)	4 1.0	3 1.5	1 0.5
THEY HAVE PERMISSION/LICENSING RIGHTS/WOULD BE ILLEGAL/WOULD CAUSE A LAWSUIT IF THEY DIDN'T HAVE PERMISSION/AUTHORIZATION	1 0.2	0 0	1 0.5
WITHOUT APPROVAL IT WOULD BE COPYRIGHT INFRINGEMENT	1 0.2	1 0.5	0 0
OTHER BRAND AUTHORIZATION MENTIONS	2 0.5	2 1.0	0 0
MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION			
OTHER MISCELLANEOUS BRAND RELATIONSHIP/AFFILIATION MENTIONS	4 1.0	3 1.5	1 0.5
PRIOR EXPERIENCE/KNOWLEDGE (NET)	7 1.7	2 1.0	5 2.4
OTHER PRIOR EXPERIENCE/KNOWLEDGE MENTIONS	7 1.7	2 1.0	5 2.4
MISCELLANEOUS			
IT'S OBVIOUS	2 0.5	0 0	2 0.9
PRICE/COST/VALUE/MONEY (ALL MENTIONS)	1 0.2	1 0.5	0 0
NIKE/IT'S NIKE (UNSPEC)	1 0.2	1 0.5	0 0

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Table 48

Q.345/Q.346/Q.366/Q.367/Q.376/Q.377 REASONS - STOCKX OFFER(S)/SERVICES THE PRODUCT SUMMARY

	GRAND TOTAL -----	TEST NIKE SHOE -----	CNTRL TOKEN -----
BASE: TOTAL RESPONDENTS	417	206	211
STOCKX/IT'S STOCKX (UNSPEC)	2 0.5	0 0	2 0.9
OTHER MISCELLANEOUS MENTIONS	5 1.2	1 0.5	4 1.9
DON'T KNOW/UNSURE (Q.345/Q.346/ Q.366/Q.367/Q.376/Q.377)	23 5.5	11 5.3	12 5.7
NO MENTION OF STOCKX AT Q.340/Q.365/ Q.375	219 52.5	102 49.5	117 55.5

23012 Sneaker Online Survey Final Codes  
4/6/23

**q340/q355/q365/q375**

**Ben & Jerry's (Net)**

- 001 Ben & Jerry's
- 002 Ben & Jerry's Chunky Dunky
- 003 Chunky Dunky
- 004 Other Ben & Jerry's Mentions (List)

**Nike (Net)**

**SB (Subnet)**

- 005 Nike SB
- 006 Nike SB Dunk
- 007 Nike SB Dunk Low
- 008 SB Dunk
- 009 SB Dunk Low
- 010 SB Dunk Low Ben
- 011 SB

**Jordan (Subnet)**

- 012 Jordan/Jordans
- 013 Air Jordan

**Miscellaneous Nike**

- 014 Nike (Unspec)
- 015 Nike shoes
- 016 Nike collections
- 017 Nike Air
- 018 Nike Dunk
- 019 Dunk
- 021 Dunk Low
- 022 NB Dunk Low
- 023 Low Ben
- 024 Low
- 025 Dunk Ben
- 026 Air Force

**StockX (Net)**

- 027 StockX
- 028 StockX Vault
- 029 StockX Vault NFT
- 030 Vault
- 031 Vault NFT
- 032 Other StockX Mentions (List)

**Miscellaneous Brands**

- 033 Amazon
- 034 Adidas
- 035 New Balance
- 036 Puma
- 037 Other Miscellaneous Brands Mentions (List)

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**Product Type (Net)**

**Clothing/Apparel (SubNet)**

**Footwear (Sub-SubNet)**

038 Shoes

039 Sneakers

040 Other Footwear Mentions (List)

**Miscellaneous Clothing/Apparel**

041 Clothing/apparel (Unspec)

042 Athletic wear/sportswear/apparel

043 Shirts/T-shirts

044 Other Miscellaneous Clothing/Apparel Mentions (List)

**Accessories (SubNet)**

045 Watches

046 Other Accessories Mentions (List)

**Food (SubNet)**

047 Ice cream

048 Other Food Mentions (List)

**Sporting Goods/Equipment (SubNet)**

049 Sporting goods/sports equipment

050 Other Sporting Goods/Equipment Mentions (List)

**Collectibles (SubNet)**

051 Collectibles (Unspec)

052 Other Collectibles Mentions (List)

**Miscellaneous Product Type**

053 NFTs

054 Stocks

055 Other Miscellaneous Product Type Mentions (List)

**Miscellaneous**

056 Other Miscellaneous Mentions (List)

057 Nothing

058 Don't Know

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**q345/346/q366/367/q376/377**

**Appears on the Website (Net)**

**Website Location (SubNet)**

- 001 The heading/header/it says so/is stated in the heading/header (of the page)
- 002 It's at the top/top of the screen/page/says/shows it at the top
- 003 It's first/the first one/first name shown/listed
- 004 It's listed/shown in multiple places/it's all over the page/site
- 005 Other Website Location Mentions (List)

**Website Execution (SubNet)**

- 006 Clear/clearly shown/stated/it is clear on the page/site
- 007 Prominent/big/bold/stated/shown prominently
- 008 Other Website Execution Mentions (List)

**Website Copy (SubNet)**

**Name/Brand Name (Sub-SubNet)**

**Nike (Sub-Sub-SubNet)**

- 009 It says Nike/Nike name is shown
- 010 It says Nike SB
- 011 It says Nike SB Dunk
- 012 It says Nike SB Dunk Low
- 013 It says Nike SB Dunk Low Ben & Jerry's
- 014 It says Nike SB Dunk Low Ben & Jerry's Chunky Dunky
- 015 It says Nike Dunk Low Ben & Jerry's Chunky Dunky
- 016 It says Nike Dunk Low
- 017 It says Dunk Low
- 018 It says Low Dunk

**Ben & Jerry's (Sub-Sub-SubNet)**

- 022 It says Ben & Jerry's/Ben & Jerry's name is shown
- 023 It says Ben & Jerry's Chunky Dunky
- 024 It says Chunky Dunky
- 025 Other Ben & Jerry's Mentions (List)

**StockX (Sub-Sub-SubNet)**

- 026 It says StockX/StockX name is on it/shown
- 027 It says StockX Vault
- 028 It says StockX Vault NFT
- 029 It says StockX Vault NFT Nike
- 030 It says it's a StockX token
- 031 Other StockX Mentions (List)

**Miscellaneous Name/Brand Name**

- 032 Says/has the name brand/shows the brand name (on the page)
- 033 It says NFT Vault/Vault NFT
- 034 Other Miscellaneous Name/Brand Name Mentions (List)

23012 Sneaker Online Survey Final Codes  
4/6/23

**Description (Sub-SubNet)**

**Ownership (Sub-Sub-SubNet)**

- 035 It says it represents ownership/the token represents ownership (of the physical product)
- 036 It says it tracks proof of ownership
- 037 The NFT entitles you to ownership of the Nike product
- 040 Other Ownership Mentions (List)

**Verification/Authentication (Sub-Sub-SubNet)**

- 041 It says it's StockX verified
- 042 Verified by StockX's authentication process
- 043 It needs to be authenticated by Nike
- 044 Other Verification/Authentication Mentions (List)

**Miscellaneous Description**

- 045 The description/it says so/is stated in the description
- 046 Says it is stored/held there/in the vault/StockX vault
- 047 Other Description Mentions (List)

**Miscellaneous Website Copy**

- 048 The title/it says so/is stated in the title
- 049 It's in the name/it says so/is stated in the name
- 050 It's in the name/title of the product/shoe
- 051 It's in the name/title of the NFT
- 052 Other Miscellaneous Website Copy Mentions (List)

**Website/Product Visuals (SubNet)**

**Product Visuals (Sub-SubNet)**

**Nike Product Visuals (Sub-Sub-SubNet)**

- 053 The picture is of a Nike shoe/it shows a Nike shoe/sneaker
- 054 (Product/shoe) looks like/is styled like a Nike product
- 056 Has/says Nike on the shoe
- 057 Has/shows the Nike logo on the shoe/sneaker
- 058 Has/shows the Nike logo on the side of the shoe/sneaker
- 059 Has/shows the Nike logo on the tongue
- 060 Has/shows the swoosh/Nike swoosh on the shoe/sneaker
- 061 Has/says Nike on the tongue
- 062 Has/shows the Nike toe tag
- 063 Has/shows Nike on the heel tab
- 064 Nike branding on multiple places on the shoe
- 066 Dunk Low silhouette

**Miscellaneous Product Visuals**

- 067 Has/says the name/brand name on the product/shoe
- 068 Has/shows the logo/brand logo on the product/shoe
- 069 Other Miscellaneous Product Visuals Mentions (List)

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**Logo (Sub-SubNet)**

**Nike Logo (Sub-Sub-SubNet)**

- 070 Has/shows the Nike logo/Nike symbol/emblem
- 071 Has/shows the Nike swoosh
- 072 Has/shows the Nike swoosh trademark symbol
- 073 Has/shows the swoosh
- 074 Has/shows the yellow swoosh
- 075 Has/shows the trademark swoosh design
- 076 Has/shows the iconic swoosh/swoosh logo
- 077 Has/shows the Nike check
- 079 The NFT shows the Nike logo
- 080 Don't see any Nike signs linked to the shoe

**Miscellaneous Logo**

- 081 The logo/it has/shows the logo/the brand logo
- 082 Am familiar with/recognize the logo/have seen the logo before
- 083 Other Miscellaneous Logo Mentions (List)

**Miscellaneous Website/Product Visuals**

- 084 It's in/on the picture/photo/image/says so on the picture (Unspec)
- 085 It's on the token/ticket/pictured/printed on the token/ticket
- 087 Design/the design/style (Unspec)
- 088 Color/colors/color scheme (Unspec)
- 089 Other Miscellaneous Website/Product Visuals Mentions (List)

**Miscellaneous Appears on the Website**

- 090 It's says so/it is stated/listed/shown/that's what it says (on the page/screen) (Unspec)
- 091 It's the site/website
- 092 Other Miscellaneous Appears on the Website Mentions (List)

**Product Related (Net)**

**Product Attributes (SubNet)**

- 093 Good/high quality product/sneaker/shoe
- 094 Shoe/sneaker color/design is inspired by/based on their ice cream/on Ben & Jerry's ice cream
- 095 Other Product Attributes Mentions (List)

**Product Brand/Manufacturer (SubNet)**

**Nike Product (Sub-SubNet)**

- 096 It's a Nike product/Nike makes/manufactures the product
- 097 It's a Nike shoe/sneaker/Nike makes/manufactures the shoe/sneaker
- 098 Collection has Nike styled items
- 103 SB Dunk Low is from Nike
- 104 Dunk Low is a Nike shoe
- 107 It's a Nike branded NFT/an NFT from Nike
- 108 Nike is involved in the NFT
- 109 It's an NFT ticket for a Nike shoe
- 110 It's an NFT based on Nike shoes
- 111 Nike is the one who had it first
- 112 Released originally as only a Nike shoe
- 113 It started with Nike
- 114 It's an original design to Nike



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**Miscellaneous Product Brand/Manufacturer**

- 117 It's the brand/maker/manufacturer of the product/shoe/that's who make the product
- 118 Other Miscellaneous Product Brand/Manufacturer Mentions (List)

**Miscellaneous Product Related**

- 119 It's an NFT/digital NFT/a token/the product is an NFT/token (for shoes/sneakers)
- 120 Other Miscellaneous Product Related Mentions (List)

**Brand Heritage/Reputation (Net)**

**Nike Brand Heritage/Reputation (SubNet)**

- 122 Nike is a popular brand/popular sneaker brand
- 123 Nike is a reliable brand/reliable sneaker brand
- 124 Nike is trustworthy/a brand I can trust
- 126 Nike is a top brand
- 127 Nike is an experienced brand
- 129 Nike is it's own brand
- 130 Nike produces good/the best quality products
- 132 Nike produces/makes a lot of products/a variety of products
- 133 Nike is a shoe company
- 134 Nike is a clothing/sportswear company
- 135 Nike makes sneakers for NBA teams/players
- 139 Nike has the capabilities to offer such products
- 141 Nike share price are great value

**Miscellaneous Brand Heritage/Reputation**

- 142 It's a good brand/I like the brand
- 143 Reliable/trustworthy brand
- 144 Good service/brand offers/provides good service/services/helpful/useful services
- 145 Other Miscellaneous Brand Heritage/Reputation Mentions (List)

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**Brand Relationship/Affiliation (Net)**  
**Brand Collaboration (SubNet)**  
**Collaboration with Nike (Sub-SubNet)**

- 146 It's a collaboration with Nike
- 147 Sneaker collab with Nike
- 148 Collaboration with Nike Dunk
- 149 They partnered with Nike (on the shoe)
- 150 They teamed with Nike
- 151 Collab of Nike SB Dunk Low Ben & Jerry's Chunky Dunky with StockX Vault NFT
- 153 It's a collaboration between Nike and Ben & Jerry's
- 154 Ben & Jerry's collaborated with Nike SB Dunk Low
- 156 It's a collaboration of Nike and ice cream
- 158 Nike has partnered with NFT
- 163 They have sold show collaborations like the Nike Jordan 1 low and high

**Miscellaneous Brand Collaboration**

- 164 It's a collab/collaboration (Unspec)
- 165 Sneaker collab/collaboration
- 166 A piece of sneaker collab history
- 167 It's a collaboration with Ben & Jerry's
- 168 It's a partnership/partnership between brands/they are partners
- 169 Other Miscellaneous Brand Collaboration Mentions (List)

**Brand Sponsorship (SubNet)**

- 170 Nike is one of the sponsors
- 172 Nike has affiliates with athletes for promotions
- 174 Other Brand Sponsorship Mentions (List)

**Brand Promotion/Marketing (SubNet)**

- 175 Helps Nike's promotion
- 176 Nike markets them
- 177 Nike is the offer to entice the buyers
- 178 Nike has been known to use their symbol as advertisement to sell products/make products popular
- 179 Other Brand Promotion/Marketing Mentions (List)

**Brand Sales (SubNet)**

- 180 It's on their website/platform/being offered/sold on their website
- 181 It's on the StockX website/being sold on the StockX site
- 182 StockX is selling/offering the product/NFT
- 184 StockX sells Nike
- 185 Stockx buys Nike and sells the NFT
- 186 Nike is offering this product through StockX
- 188 That is who is selling the shoes from Nike
- 189 Selling an NFT related to a Nike product
- 190 Launches the Nike product NFT
- 191 Selling Nike products
- 192 Nike offers it/Nikes offers that product
- 194 Nike's new NFT platform dotswoosh will sell virtual sneakers
- 197 Exclusive Nike release available in stores and online
- 198 Retail shoe company known for exclusive releases of major brands like Nike
- 199 Other Brand Sales Mentions (List)

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**Brand Authorization (SubNet)**

- 200 They have permission/licensing rights/would be illegal/would cause a lawsuit if they didn't have permission/authorization
- 201 Without approval it would be copyright infringement
- 202 Had to sell products such as this from Nike
- 204 Nike can be finicky with their trademarks/copyrights
- 205 Nike holds the rights to the design of the sneakers
- 206 They had to have approval/permission from Nike (to use their name)
- 207 Nike had to lend it's name to the shoe
- 212 Nike is OK with it
- 213 Ben & Jerry's gave Nike the approval of the design
- 214 They approved the design for Nike to design the NFT
- 215 Other Brand Authorization Mentions (List)

**Miscellaneous Brand Relationship/Affiliation**

- 216 They have a relationship with Nike
- 221 Ben & Jerry's has an affiliation with Nike
- 222 An offshoot of Nike
- 229 Nike is suing StockX for launching Vault NFTs based on Nike sneakers
- 230 Other Miscellaneous Brand Relationship/Affiliation Mentions (List)

**Prior Experience/Knowledge (Net)**

- 231 I know personally that Nike offers it
- 232 I know it is by Nike SB
- 233 I know Dunks are made by Nike
- 234 I've seen it/seen it before/have seen an ad for it
- 235 Other Prior Experience/Knowledge Mentions (List)

**Miscellaneous**

- 236 Just think so/what I figured/assumed (Unspec)
- 237 It's obvious
- 238 Price/cost/value/money (All Mentions)
- 239 Nike/it's Nike (Unspec)
- 240 StockX/it's StockX (Unspec)
- 241 They are the Nike school
- 243 Unique/innovative
- 244 Other Miscellaneous Mentions (List)
- 245 Nothing
- 246 Don't Know

	23022 Sneaker Online Survey B		
	Final Sample Disposition		
	5/2/2023	Total	
		#	%
[a]	Total Survey Invitations Sent Out	4,603	
[b]	<u>Total Survey Participants</u>	<u>2639</u>	<u>100.0%</u>
	Incompletes	106	4.0%
	Quota full	0	0.0%
[c]	<u>Terminates</u>	<u>2221</u>	<u>84.2%</u>
	q15 robot	18	0.7%
	q20 US State does not match the database	22	0.8%
	q30 gender does not match the database	7	0.3%
	q40 under 18	3	0.1%
	q40 age does not match the database	15	0.6%
	q50 not the right device	152	5.8%
	q60/65 no sneakers	131	5.0%
	q70 not punch 3 or 4	1098	41.6%
	q75 not punch 2, 3, or 5	401	15.2%
	q80 not 'Yes' to 'Brand new products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark'	272	10.3%
	q85 not 'Yes' to 'Brand new products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark'	70	2.7%
	q90 Industry Security	32	1.2%
[d]	<u>Disqualified</u>	<u>0</u>	<u>0.0%</u>
	Captcha	0	0.0%
[e]	Qualified and Completed	419	15.9%
	Completion rate ([e]/[b])		15.9%
	Response rate ([b]/[a])		57.3%
	Incidence rate ([e] + [d])/[e] + [d] + [c]		15.9%

	23012 Sneaker Online Survey		
	Final Sample Disposition		
	5/2/2023	Total	
		#	%
[a]	Total Survey Invitations Sent Out	4,572	
[b]	<u>Total Survey Participants</u>	<u>3353</u>	<u>100.0%</u>
	Incompletes	0	0.0%
	Quota full	0	0.0%
[c]	<u>Terminates</u>	<u>2929</u>	<u>87.4%</u>
	q15 robot	31	0.9%
	q20 US State does not match the database	14	0.4%
	q30 gender does not match the database	3	0.1%
	q40 under 18	1	0.0%
	q40 age does not match the database	34	1.0%
	q50 not the right device	209	6.2%
	q60/65 no sneakers	166	5.0%
	q70 not punch 3 or 4	1511	45.1%
	q75 not punch 2, 3, or 5	514	15.3%
	q80 not 'Yes' to 'Brand new products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark'	330	9.8%
	q85 not 'Yes' to 'Brand new products or collectibles from an online marketplace such as eBay, StockX, The RealReal, Goat, or Poshmark'	64	1.9%
	q90 Industry Security	52	1.6%
[d]	<u>Disqualified</u>	<u>0</u>	<u>0.0%</u>
	Captcha	0	0.0%
[e]	Qualified and Completed	428	12.8%
	Completion rate ([e]/[b])		12.8%
	Response rate ([b]/[a])		73.3%
	Incidence rate ([e] + [d])/[e] + [d] + [c]		12.7%